



You are looking for a friendly environment where it is good to work? A job that allows you to fulfill yourself professionally while certainly having fun doing it? Do not search anymore! We have the job for you, but first, let us introduce you to the company.

WHO IS GROUPE BIOFLORAL® ?

GROUPE BIOFLORAL® a vertically integrated private holding company, is a Canadian leader in the distribution and manufacturing of brand name hydroponic equipment and products for agriculture-controlled environments. Our DNA: To offer producers and growers a one-stop shop for innovative solutions, trusted brands and the best service in the industry.

Groupe BioFloral, also called the « parent company » manages four (4) operating subsidiaries including:



A Canadian leader in distribution to commercial growers and specialized retail stores, **BIOFLORAL®** offers several thousand products under one roof for gardening and greenhouse industry. BioFloral mainly serves Eastern Canada, namely Quebec, Ontario and the Maritimes.

FLORACORP is a manufacturing company that produces liquid and solid fertilizers. With brands such as Optimum Hydroponix, Nutri+ and Mo'koko, the company provides nutrients throughout Canada with the assistance of BioFloral and Stellar Wholesale.

GROZONE CONTROL is a manufacturer of climate controllers. The Saint-Pascal based company can count on several distributors as well as on-line sales to reach its customers in Canada and the United States.

STELLAR WHOLESALE is a distribution company based in British Columbia. Operating for more than 20 years, its core business is the same as BioFloral, offering thousands of products for gardening and greenhouse industry. Stellar concentrates its activities in Western Canada.

Working for **GROUPE BIOFLORAL** means being an integral part of each of its subsidiaries. It also means joining a beautiful and large family, working in a healthy and respectful environment and above all, having colleagues who are happy to be there, every day, doing their job!

MARKETING AND COMMUNICATION COORDINATOR



THE GENERAL INFORMATION FOR THIS JOB

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| • DIPLOMA | University degree in marketing/communication or 3 to 5 years of experience |
| • EMPLOYMENT STATUS | Permanent and full-time |
| • WORKPLACE | 675, montée Saint-François, Laval |
| • SHIFT | Monday to Friday, 8:00 a.m. to 4:30 p.m. |
| • YEARS OF EXPERIENCE | 0 to 2 years |
| • SALARY | To be discussed |
| • AVAILABLE POSITIONS | 1 |
| • START DATE | As soon as possible |

YOUR ROLE IN OUR TEAM

Marketing and communications play a key role in conveying information to customers. Under the supervision of the sales director and the executive assistant, the list of tasks for the marketing and communication coordinator will evolve to allow you to properly assimilate all the information and understand the interaction between the 4 subsidiaries. In general, your work will consist of designing innovative graphic concepts for the layout of press releases, promotional campaigns, website images, communicating with suppliers to gather information related to new product updates, shopping promotional items and several other related tasks. Your creative fibre and your writing skills will be put to the test, but if you are looking for a stimulating job, a certain creative freedom, this position is for you. The marketing and communications coordinator is the spokesperson for the subsidiaries while promoting and protecting their respective corporate image.

THE TASKS AHEAD

- Design and execute innovative graphic concepts for various marketing tools that align with the image and aesthetics of the subsidiaries, from conceptualization to distribution. Includes, among other things, electronic and printed tools for all events (brochures, posters, web banners, invitations), promotional items such as clothing and gifts bearing the image of the subsidiaries;
- Creation of visuals and content of promotional offers and communication of information to customers via a portal called MailChimp;
- Creation of visuals for print ads and animated GIFs for web ads;
- Maintenance (on an ongoing basis) of an up-to-date archiving system on the server directories;
- Collaborate with the sales team for marketing tools;
- Collaborate with customer service to update the website;
- And several other tasks that will be added over time.

WHAT WE HAVE TO OFFER YOU

- A safe work environment and efficient work tools
- A regular daytime schedule
- A summer schedule to enjoy your Friday afternoons from July to September
- Paid holidays and more
- A group insurance program after 3 months within the company
- An RRSP plan after 12 months with the company

THE SKILLS WE ARE LOOKING FOR

- You are dynamic, rigorous, and you promote team work
- You are creative, imaginative and a quick learner
- You have an eye for detail and meticulousness is one of your great qualities
- You excel and master the graphics software Photoshop, InDesign, Illustrator
- Social media environment has no more secrets for you (LinkedIn, Instagram, Facebook)
- You have writing skills in French and English
- You are structured, punctual and reliable
- You are bilingual, it is essential for the position
- You know how to respect the instructions and the hierarchy
- You know the agriculture, hydroponics and cannabis industry (this would be a major asset)
- You have already used MailChimp (it would also be an asset)


THE ESSENTIALS YOU NEED FOR YOUR APPLICATION TO BE CONSIDERED

- Your perfect mastery of graphic softwares
- Your bilingualism

HOW TO SUBMIT YOUR APPLICATION

Send us your resume by email to rh@biofloral.com. Only people with the required skills will be contacted for an initial telephone interview. If your profile meets the requirements of this position, you will be called for a second interview, this time in person at our offices.

Looking forward to receiving your application



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