



## Vice President, Marketing

### SAVE-ON-FOODS

Langley, BC

Reporting to the Executive Vice President, Save-On-Foods, the newly created role of Vice President, Marketing (VP) will be accountable for the development and implementation of the organization's corporate marketing and brand strategy. The VP will determine overall direction, manage the budget, lead a diverse team of approximately 40 individuals, and ensure success of ongoing Save-On-Foods marketing endeavors while safeguarding the organization's incredible reputation for customer service and quality products. As the senior leader of the marketing team, the VP will determine the optimal selection of marketing technologies, develop all advertising, promotion and marketing activities, coordinate with numerous internal and external partner groups, and ensure the organization continues to stand out in an incredibly competitive market. The incumbent will be an innovator, developing new ideas and outstanding marketing concepts, while strengthening customer relationships to assist Save-On-Foods in its continued growth. As a key leadership team member, the VP will work collaboratively with the digital/data analytics group, the merchandisers, and all operational areas of the business.

The VP, Marketing will be an expert organizational leader who architects strategy and programs to gain momentum and create sustained long-term impact and organizational success. They will drive organizational culture, develop leadership strength, and continuously stretch the organization towards the achievement of its long-term goals. Candidates for this VP role should thrive in a collaborative workplace built on loyalty, commitment, and the value of hard work. They should also possess exceptional abilities to develop and lead people by earning respect and inspiring action rather than directing it. A passionate, creative, and humble individual, the VP will have a proven track record of impactful marketing planning and execution, and demonstrated success challenging the status quo while respecting tradition.

If excellence and integrity are the values framework you thrive within, join Save-On-Foods as they elevate their offerings. Send your resume to **Shaun Carpenter** and **Jennifer Madden** at [www.pfmsearch.com](http://www.pfmsearch.com).

*Save-On-Foods is a Jim Pattison business with a legacy of outstanding value and customer service. For more than a century, Save-On-Foods has been established as BC's local grocer with a focus on exceeding customer expectations and delivering the unexpected. Established in 1915, the original store, branded as the "Overwaitea" store gained favour with the community when its founder redefined conventional customer service and value by offering loyal customers what other retailers did not—18 ounces of tea for the price of 16. The store quickly became known as the "Over-Weight-Tea" store.*

*Built on a reputation of innovation in customer service, creativity remains at the very heart of what the Save-On-Foods' teams do every day in their mission to deliver "Always Customer First" service. Save-On-Foods is committed to Going the Extra Mile for customers in every community served, every day.*

**saveonfoods**



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