



Haskalife™ is seeking a Health and Wellness Marketing & Sales Analyst to educate and expand the awareness of Haskalife™ www.haskalife.ca and Prairie Hill Farm's www.prairiehillfarmsltd.com haskap berry products.

Marketing and Sales Penetration

- Educate customers and expand awareness of the significant health benefits of the Alberta grown haskap berry products through in-store demos and social media content creation (2 per week) actual day of week flexible to student's schedule
- Work with in-store wellness managers on product placement to maximize visibility/sales; place new orders

Measure Results

- Provide weekly reports on demos, customer feedback, and purchases from demos
- Inventory management: count inventory of both prairie hill farms and haskalife inventory and advise management of the same. Ask store managers if they would like to re-order and submit re-order form to Prairie Hill Farms

Skills and Competencies

- Excellent organizational and time management skills, self-motivated and ability to work independently
- Strong communication and interpersonal skills; outgoing and friendly
- Experience and interest in Marketing/Sales, Food Science, Health and Wellness, Sports, or Food for Nutrition
- Proficient in Microsoft Office Suite

Requirements

- Class 5 driver's license, own vehicle and clean driver's abstract (must be willing to drive to each demo)
- Ability to lift demo table and materials, transport to and from each retail store demo, set up and tear down demo sales booth
- Willingness to travel to customers place of business and interact with customers and end users of products to promote sales (in Edmonton Area)
- Post-secondary student or a recent marketing or food science graduate from an Alberta post-secondary institution (must be confirmed with transcripts)
- Interest in Marketing, Food Science, Health and Wellness, Sports, or Food for Nutrition
- Complete the AHS Food Safety Program (on-line – can be completed upon employment)
- Review and understand products, benefits and demo prep instructions.

Schedule

- Up to 40 hours per week

Wage

- \$17 / hr. + expenses and mileage (in accordance with Government of Alberta travel and expense policy). All demo supplies and products provided by employer.

Next Steps

- Send resume, cover email, drivers abstract and 2 references (from resume positions) expressing your interest to: info@haskalife.ca
- Position to start: May 1, 2024 – August 31, 2024



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VITAMIN C



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POWER PACKED NUTRITION



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