



POSITION: Associate Marketing Manager
STATUS: Full-Time
LOCATION: Kohl & Frisch Limited (Concord, ON)
REPORTS TO: Marketing Manager
DEPARTMENT: Marketing

Founded in 1916, Kohl & Frisch Limited has a solid reputation in the healthcare industry that distinguishes it as the only national, Canadian-owned and operated wholesale distributor. A family-owned company, it is one of Canada's leading national distributors and is the essential link between pharmaceutical manufacturers and healthcare providers. Kohl & Frisch is fully equipped to service large chain retailers, independent pharmacies, clinics, and hospitals for all their Rx, OTC, home healthcare, and front shop needs.

Primary Role of This Position

The Associate Marketing Manager plays a critical leadership role within the Marketing team, with end-to-end responsibility for driving brand and business performance across Health One™, K&F formulary programs, Retail Pharmacy Services and HealthSnap, our DTC e-commerce platform. This role is designed for a high-potential marketer who thrives on ownership, cross-functional collaboration, and delivering results.

You will lead and support the planning and execution of integrated marketing programs that drive share, visibility, and commercial impact. Working closely with Sales, MR, Finance, IT, and Customer Service—as well as external agency and vendor partners—you will help shape strategy, manage day-to-day execution, and contribute to long-term brand-building and innovation. The ideal candidate brings a strong foundation in marketing fundamentals, a sharp analytical mindset, and a bias for action

Major Responsibilities

Brand Management:

- + Champion the development and execution of marketing strategies that elevate the brand, support business objectives, and deliver measurable results.
- + Lead day-to-day brand management of the Health One™ private label brand, with



accountability across all 6Ps—product, price, promotion, place, packaging, and positioning. This includes assortment planning, pricing strategy, promotional execution, brand messaging, creative development, and retailer enablement.

- + Support the development and execution of marketing strategies for K&F's formulary programs, Retail Pharmacy Services, and HealthSnap.ca—ensuring brand alignment, strategic integration, and commercial impact across each program.
- + Collaborate with internal teams, such as Sales, MR, Finance, IT, and Customer Service, to support the alignment of marketing efforts with the organization's overall business goals, contributing to cross-functional projects and initiatives.
- + Act as a brand steward across the organization and with external partners, ensuring consistency and clarity in brand representation
- + Analyze category, customer, and consumer insights to identify business opportunities and drive strategic recommendations.
- + Support annual brand planning and go-to-market execution, including packaging updates, pricing strategies, and customer presentations.
- + Lead creative development and content execution across digital, in-store, and trade channels, collaborating with agency partners and internal teams.

Project Management

- + Own the execution of key marketing programs, events and initiatives, ensuring that project timelines, deliverables, and stakeholder expectations are met, and providing regular updates to the Marketing Manager / Director of Marketing
- + Support budget tracking, forecasting, and reconciliation, providing insights to optimize spend and support planning cycles.
- + Manage agency and vendor relationships to ensure high-quality output and efficient delivery of creative, production, and promotional work
- + Prepare and deliver regular reports on marketing campaign performance, market trends, and competitive insights, providing valuable input for data-driven decision-making and strategy refinement.
- + Serve as a key liaison between Marketing and internal stakeholders (Sales, MR, Finance, IT, and Customer Service), ensuring cross-functional alignment on projects and strategic initiatives.
- + Lead cross-functional workstreams, bringing strategic thinking and project discipline to ensure on-time, on-budget delivery

Sales and Manufacturer Relations Program Support



- + Lead end-to-end execution of the pharmacy flyer program, including artwork, design approvals, pricing strategy, production logistics, and post-program review and customer activities associated with the program
- + Drive the development of sales and vendor enablement materials that support effective sell-in, program execution and in-market success
- + Oversee production and distribution of marketing collateral, working closely with translators, creative agencies, and vendors
- + Manage seasonal promotions and pre-book campaigns, including coordination of order forms, price lists, and customer communications.

Qualifications

- + Strong leadership presence with the ability to be resourceful, with a high degree of accountability and initiative.
- + Strategic thinker with strong attention to detail and executional discipline.
- + Excellent communication and interpersonal skills; able to collaborate and influence across functions and levels.
- + Comfortable managing multiple priorities in a fast-paced, evolving environment.
- + Highly organized, with superior time management and project coordination capabilities
- + Ability to multitask and effectively manage changing priorities
- + Highly organized, solutions-oriented, and motivated by results.
- + Passionate about marketing and eager to grow within a dynamic, collaborative team.

Education and Experience

- + University degree with major in Marketing, Business
- + Adobe Acrobat, InDesign, Photoshop and Illustrator experience required
- + 3-4 years of relevant marketing experience, ideally in CPG, healthcare, or retail environments.
- + Exceptional analytical skills with experience interpreting sales and performance data and drawing insights and actionable (e.g., Nielsen, IQVIA, internal POS)
- + Advanced Microsoft Office skills (Excel, Word, PowerPoint) and experience handling large data sets. Strong Excel and analytical skills are critical.
- + Adobe Acrobat, InDesign, Photoshop and Illustrator experience required
- + Proficiency in website maintenance, digital content management, and e-commerce platforms.



- + Familiarity with e-commerce platforms, CRM/email marketing (e.g., Klaviyo), and digital media (Meta, Google Ads) is an advantage.

How to Apply

If you are interested in applying, please submit a cover letter and a résumé to:
recruitment@kohlandfrisch.com.

Please ensure you specify the job title, Associate Marketing Manager in the subject line of your email.

Kohl & Frisch would like to thank all applicants for their interest. Only those candidates who are selected for an interview will be contacted. Kohl & Frisch Limited welcomes applications from individuals with disabilities and provides accommodations upon request for candidates taking part in the selection process.