



JOB POSTING

About the Job

POSITION TITLE: Marketing Manager
POSITION TYPE: Permanent
LOCATION: Kohl & Frisch Limited (Concord, ON)
DEPARTMENT: Marketing

About Us

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.

About the Role

As Marketing Manager for Kohl & Frisch (K&F), you will be responsible for developing and executing strategies to enhance the visibility, reputation, and market presence of K&F and its products and retail sites. Your role will involve collaborating with the Marketing team, other K&F internal teams, vendors, and customers to drive brand awareness, loyalty, and sales within the pharmacy wholesale sector.

What will you do?

- + **Brand Strategy Development:** Develop and implement comprehensive multi-channel brand strategies that align with the company's objectives and resonate with pharmacy customers with a focus on the independent pharmacy market. This includes defining brand positioning, messaging, and differentiation strategies.
- + **Product Marketing & Portfolio Management:** Manage the branding and promotion of products within the K&F portfolio (i.e., health One™, HealthSnap.ca). Work closely with the marketing director and internal departments (i.e., Sales, Manufacturer Relations) to ensure consistent branding and messaging across all product lines.
- + **Marketing Campaigns & Promotions:** Plan and execute marketing campaigns and promotional activities to increase brand visibility and drive sales. Collaborate with marketing team to develop creative assets, messaging, and promotional materials tailored to pharmacy customers.
- + **Brand Identity Management:** Ensure consistency in branding across all marketing materials, including logos, packaging, and messaging. Partner with Communications to update brand guidelines and enforce compliance across all departments and external partners. Work closely with Regulatory Affairs team to ensure that branding and promotional activities related to private label comply with industry regulations and standards.
- + **Project Management:** Lead and direct key marketing projects, events, and initiatives, ensuring that project timelines, deliverables, and stakeholder expectations are met.
- + **Brand Performance Analysis:** Monitor key performance indicators (KPIs) related to brand awareness, market share, and customer engagement. Analyze data to evaluate the effectiveness of branding initiatives and identify areas for improvement.
- + **Budget Management:** Develop and manage budgets for marketing-related initiatives, ensuring optimal allocation of resources to achieve desired outcomes. Monitor expenses, track ROI, and adjust strategies as needed to maximize effectiveness.
- + **E-Commerce Support:** Lead and oversee the implementation of marketing activities to support e-commerce strategies.
- + **Cross-Functional Collaboration:** Foster a collaborative environment by partnering with internal teams, including Sales, Key Accounts, Manufacturer Relations, Retail Pharmacy Services, Regulatory Affairs,

and IT, to align marketing strategies with business objectives and ensure fully integrated approach and seamless execution of initiatives.

- + **Communication & Reporting:** Provide regular updates to senior management and other stakeholders, including reports on marketing campaign performance and competitive insights, contributing to informed decision-making and strategic planning.
- + **Agency Management:** Manage relationships with external marketing agencies and partners involved in marketing initiatives, ensuring effective collaboration and communication to meet project deliverables, quality standards, and timelines.
- + **Innovation & Continuous Improvement:** Stay informed about the latest marketing trends, technologies, and best practices. Drive continuous improvement of all marketing initiatives through internal qualitative feedback in addition to quantitative measurements.

What you bring

- + Bachelor's degree in marketing, business administration, pharmacy, or a related field
- + A minimum of 7 years of experience as a marketing and/or brand manager
- + Proven experience in brand management, marketing, or related roles within the pharmaceutical or healthcare industry considered an asset
- + Knowledge and understanding of the Canadian healthcare and pharmaceutical landscape, regulations, and products
- + Strong teamwork skills, as well as prior experience leading teams/direct reports, providing continuous feedback, oversight and mentorship
- + Excellent communication (written and verbal), interpersonal, and negotiation skills
- + Analytical mindset with the ability to interpret market data and draw actionable insights
- + Creative thinker with a passion for innovation and brand storytelling
- + Demonstrated experience planning and managing projects from beginning to end
- + Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment
- + Proficiency in marketing software/tools and familiarity with digital marketing channels is a plus

What's in it for you?

This position offers a salary range of \$100,000 – \$130,000, exclusive of discretionary bonus eligibility and our full benefits package. The final salary offered to the selected candidate will be determined by factors including location, relevant experience, skill level and education.

Additional Compensation (if applicable):

- + Bonus or commission structure
- + Pension Plan (eligibility after 18 months service)

Benefits:

- + Health, dental, vision from day 1
- + Personal Days
- + Employee Assistance Program
- + Opportunity for Professional Development
- + Wellness programs
- + Vacation Pay
- + Exclusive memberships and discounts

How to Apply

If you are interested in applying, please submit a résumé and any other relevant documentation to: recruitment@kohlandfrisch.com.

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

As part of our recruitment process we may use AI for initial screening and assisting in evaluating candidate qualifications. All final hiring decisions will be made by our recruitment team.

*Kohl & Frisch would like to thank all applicants for their interest. All applicants who received interviews will receive an update on their application status within **45 days** of applying. We value your interest in joining our team and strive to provide a timely, transparent hiring experience.*

Kohl & Frisch Limited welcomes applications from individuals with disabilities and provides accommodations upon request for candidates taking part in the selection process.