

<b>Position Title:</b>	Vice President, Sales, Marketing and Supply Chain	<b>Location:</b>	Home base of Ontario, with the ability to travel as required.
<b>Department:</b>	Sales, Marketing and Supply Chain	<b>Wage Grid:</b>	Confidential
<b>Reports to:</b>	CEO and President	<b>Direct Reports</b>	Interim Director of Sales and Marketing; Director of Supply Chain Management.

**Highline Vision and Values:**

Passionately nourish people, community and environment, through embracing our core values, which include:

We do the right thing, always. We lead the way. We are fanatical about quality. We are transparent in our relationships. We always consider the human element. We embrace diversity and inclusion.

**Position Summary:**

The Vice President of Sales, Marketing and Supply Chain has a visionary view, is strategic and demonstrates strong leadership and management skills. They are responsible for charting the course, developing the vision, and implementing the plan that will propel the company towards increased market share and greater brand recognition. They oversee the Director of Supply Chain in supply chain management processes/goals/results from planning to execution in demand forecasting and planning, warehouse operations, distribution, and transportation. Reporting directly to the CEO, the Vice President will be accountable for delivering measurable results that achieves and exceeds revenue and margin targets. The Vice President of Sales, Marketing and Supply Chain has a proven record in marketing and strong relationships with national retailers in both Canada and the USA. This position will be capable of contributing meaningful insight to the sales and marketing functions and play an integral role in the overall development of the organization.

**Expected Outcomes:**

**1. Strategic Development**

- a. Oversees daily sales and marketing operations to ensure efficiency, high quality customer service, innovative product development and cost-effective management of resources.
- b. Lead the development of all aspects of the marketing strategy and management; developing the annual marketing plan and the strategies, tactics, and resources necessary to achieve goals.
- c. Oversees supply chain management team to ensure delivery of strategic, scalable, and efficient supply chain management from planning to execution.
- d. Monitors the quality of the farm's product and services and ensures maximum customer satisfaction.
- e. Accountable for ensuring marketing, sales, customer service and supply chain management staff are competent to perform the duties of their position, including ensuring proper training and documentation.
- f. Develops strategies and tactics for increasing market share within existing accounts and markets, while expanding opportunities as determined in consultation with CEO.
- g. Develops and implements annual business plans and manages monthly, quarterly, and annual expense budgets.
- h. Demonstrates leadership, direction and management to the marketing, sales, customer service and supply chain team in a manner that ensures exceptional service to all stakeholders and that produces market differentiation and competitive advantage
- i. Establishes clear sales metrics and benchmarks for measuring progress and maintaining focus; creates a companywide marketing reporting function that can track, measure, and analyse performance.
- j. Collaborates with strategic partners and clients to research market needs and identify possible new product solutions
- k. Establishes and maintains a strong network of relationships within the industry
- l. Develops a strong team. Coaches, mentors, and develops existing professionals
- m. Is proficient in financial analysis and establishing sales and marketing budget and action plan

**2. Leadership & Code of Conduct:**

- a. Embraces and supports the Highline culture and values, acting as brand ambassador at all times
- b. Interacts with others in a manner that promotes respect, confidentiality and dignity

- c. Develops and actively fosters an engaged work force, displaying professionalism even when challenging to do and while quickly managing the culture to stop behaviours not aligned to the Company Values.
3. **Safety:**
  - a. Adheres to Safety Policies, including use of proper Personal Protective Equipment (PPE) and other safety equipment
  - b. Reports unsafe conditions immediately to Direct report or member of the Safety team
  - c. Reports all incidents, injuries or near misses immediately to Direct report or Safety Advocate
  - d. Cooperates in the Early & Safe Return to Work Program if an injury or medical illness requires accommodation
  - e. Challenges and assists in the on-going process of developing improved safety standards within our day-to-day operations so we work safer, wherever possible
  - f. Oversees Supply Chain to ensure compliance with all regulations as it relates to Homeland Security, DOT, MOT, and FMCSA.
4. **Safe Food Quality Standards:**
  - a. Follows all Good Manufacturing Practices (GMP's) as trained
5. **Best Teams Win**
  - a. Ensure performance management practices are being followed and that any weaknesses of your team are addressed and that we are always striving to “put the best team on the field”
  - b. Provides guidance and works with Corporate Human Resources Manager to support best marketing and recruitment plans for Highline.
  - c. Help identify and then ensure future company leaders are given the opportunity to develop their skills in order to contribute at a higher level
6. **Administration and Reporting**
  - a. Manage the periodic reporting schedule and cadence (weekly, monthly, quarterly, etc...) for Sales and Marketing Department, to ensure promptness, completeness, and consistency
  - b. Works collaboratively with the Executive team with various corporate wide initiatives, including but not limited to project management, analytics and KPI's and SAP business processes.
7. **Other Duties**
  - a. As reasonably requested in aid of operations or culture compliance, perform other duties as may be assigned
  - b. Provide meaningful continual improvement or innovation recommendations outside scope of responsibility

## **Qualifications & Experience:**

### Education & Past Experiences:

A combination of professional experiences or equivalent combined education, designation and work experience will be considered;

- a. Bachelor's Degree required, MBA preferred.
- b. Fifteen (15) plus years of experience in sales and marketing experiences, may be accepted in lieu of a University Degree
- c. Must have a proven record of success in a retail fresh produce environment
- d. Knowledgeable in contracting, sales, marketing, and supply chain management
- e. Experienced in developing and implementing new strategies and procedures
- f. Hands on experience strategizing and negotiating complex sales deals
- g. Ability to develop financial plans and manage resources including analysis and interpreting financial data
- h. Requires professional written and verbal communication and interpersonal skills and the ability to motivate teams and simultaneously manage several projects
- i. Work requires a willingness to work a flexible schedule and ability for independent travel

### Personal Attributes:

- a. Demonstrable strong organizational skills and the ability to prioritize with an aptitude to effectively handle competing deadlines
- b. Positive attitude, high energy, confident and open-minded approach to work and others
- c. Attention to detail and accuracy, appropriately balanced with the need to complete tasks
- d. Above average analytical skills and the ability to problem solve

- e. Capable of independent and self-guided work and accepts and adapts to change
- f. Excellent interpersonal communications skills and professional behaviours, specifically maintaining confidentiality and sensitive information

Other:

- a. Eligible to work in Canada.
- b. Fluent in written and verbal English; other languages are an asset.

**Required On-The-Job Training:**

Orientation training, including, Food Safety, Attendance Policy, Conduct Policy, WHMIS, Incident Response and Reporting, Emergency Response Plan, Return to Work and Disability Management, Ergonomic Policy, Workplace Violence, Harassment, Sexual Harassment and Bullying Policy, Health and Safety Policy and MOL Worker Awareness.

Other training as self-identified for professional development or skill enhancement or identified by Highline.

**Working Conditions:**

Working conditions are typical for a farm environment.

Must possess a valid driver's license.

Weekend and/or evening and some holiday work, along with a willingness to work a flexible schedule.

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This job description should not be construed as an exhaustive list of duties and responsibilities to be performed by persons assigned to this position. It is not intended to limit or in any way modify the right of the manager or supervisor to assign, direct, or control the work of associates under his or her supervision. Job descriptions may be revised at any time during the course of employment as required.

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*By signing below, I acknowledge that I have reviewed and accept the responsibilities noted within this job description.*

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Signature

\_\_\_\_\_  
Date