



The Nova Scotia Liquor Corporation, the largest single banner retail business in Nova Scotia, generates more than a half billion dollars of revenue a year returning almost \$200 million profit annually to the province. It employs more than 1,500 Nova Scotians, offering 3,000 products from around the globe through 106 retail, 2,100 licensees and 55 agency stores.

We are currently inviting applications for a new and rewarding opportunity for a Vice President, Marketing & Merchandising in our Marketing & Merchandising business unit.

Vice President, Marketing & Merchandising

Have you seen the **Nova Scotia Liquor Corporation** lately? If so, you've witnessed the incredible transformation that has made the NSLC one of the best retailers in Canada. Focus on customer experience, innovation, and an unwavering commitment to social responsibility have contributed to this success. The NSLC has arrived; the goals have been met; it's time to relax.... Not likely!! As a top retailer, NSLC continues to reach for new heights as it strives to evolve its customer shopping experience. As the NSLC continues on its path, you're invited to be the marketing lead as the organization focuses on enhancing the individual consumer's shopping experience.

Reporting to the President and CEO, the **Vice President - Marketing and Merchandising** has the overall responsibility for creating the consumer offer and is the executive champion of the NSLC brand. As a member of the Executive team, you will provide strategic leadership of the marketing and merchandising functions and related activities of the organization. You will be responsible for the development, implementation and ongoing growth of the NSLC's Shopper Marketing capability. Provide strategic guidance to the development of marketing plans based on thorough market research, customer segmentation, analysis and resulting shopper insights. Develop and communicate the evolving corporate brand strategy, including the brand promise and the brand architecture. Collaborate with internal teams and external parties to deliver superior, integrated marketing and merchandising programs that support and deliver a superb shopper experience by drawing on a multi channel strategy.

As the ideal candidate you have a proven ability to lead the development of marketing & merchandising strategies which maximize growth potential. A proven leader who has completed an undergraduate degree or higher, you have an acute knowledge of customer behavior, segmentation, and personalized shopper experience. An innovative visionary, you have the creativity, business acumen, and entrepreneurial flair to bring a well-crafted marketing & merchandising strategy to life. A consummate builder of relationships, you will integrate within the executive team providing immediate value while reaching out to other stakeholder groups both internal and external. Passionate about community, you understand the vital linkage between good business and good corporate citizenship always seeking to build relationships that matter. You are highly results oriented, people focused and eager to be at the forefront of the next evolution of the NSLC.

To start your journey with the NSLC, please contact **Kevin Stoddart** or **Terra O'Bryan** in our **Halifax** office at 902-424-1117 or submit your resume via email to careers@kbrs.ca.