



Crofters Food Ltd.  
470 Oastler Park Drive, Seguin, ON P2A 2W8

Crofters is growing and we are seeking an energetic, reliable & flexible team player to join our Team. Here's your chance to join a highly skilled team of professionals at one of North America's pioneering brands in the organic food movement! Crofters Food Ltd, known in the grocery aisles as Crofters Organic Fruit Spreads, is the leading manufacturer of organic jams, jellies and fruit spreads in North America. Headquartered in picturesque Parry Sound, Ontario, about two hours north of Toronto, we manufacture a vast array of fruit-based spreads sold in stores across Canada, the United States, and select international markets. From the way we source our fruit, to the way we carefully manufacture our products using forward-thinking sustainable processing techniques, to our innovative, health-conscious formulations, every aspect of our operations receives the care and attention they deserve. A small but mighty team, with the support of a US based private equity firm, join us as we look to aggressively scale our business on our mission to become one of the leading organic food brands in North America.

#### **Position Overview:**

The **Commercialization Manager** is responsible for managing the commercialization of all new products and product renovations from approval through launch. They will leverage robust project management skills to enable projects to be delivered on time and within specifications, overcoming unforeseen hurdles to delivery. As part of a growing organization, this individual will develop and evolve processes to provide additional structure while maintaining organizational flexibility and responsiveness.

#### **Responsibilities:**

- Manage cross-functional project teams in the development and commercialization of products - ensure that all projects are delivered on-time, on-budget, and on-strategy.
- Create project plans that seamlessly integrate workstreams between R&D, Operations Supply Chain, Marketing and Sales processes and functions.
- Lead communication on all project matters, including proactive outreach to gather and clarify scope, timelines, issues, and risks, and effectively disseminate this information across multiple management levels for decision-making and escalation of critical risks/issues.
- Lead milestone presentations with the Leadership Team to make go-forward decisions on product launches.
- Identifies and manages project risks, issues, and dependencies, and develops risk mitigation and contingency plans as needed.

- Develop understanding of current processes and create new, more robust, processes over time to formalize project approval and communicate customer requests, project timelines, success criteria, issues, risks, opportunities, and assumptions to the project team, sales, and organization leadership
- Facilitate understanding of customer requirements to assist in ensuring project and product objectives are aligned with processing design and manufacturing capability
- Escalate issues and risks and drive to solutions.
- Conduct post-launch reviews, as appropriate, to drive continuous improvement of processes. Implementing enhancements that support an effective, nimble, and responsive organization.
- Provide visibility and gain alignment to project timelines across the organization.
- Proactively build strong and trusted working relationships with internal and external stakeholders that encourages creativity and collaboration.
- Hold cross functional team members accountable for delivering tasks on time.
- Lead project team meetings and facilitates effective communication and coordination among project team members.
- Perform other duties as determined by the Vice President of Sales.

## Qualifications

- Self-motivated, high energy that can easily function in a nimble environment
- Strong project and influence management skills
- Highly collaborative style with the ability to surface and resolve conflict within a cross-functional team
- Strong problem-solving abilities
- Ability to handle multiple projects concurrently with attention to detail.
- Excellent communication skills – both formal and informal with the ability to communicate within all levels of the organization.
- Dynamic problem solver - comfortable challenging assumptions and offering solutions with incomplete information
- High levels of ownership and accountability
- Comfortable dealing with ambiguity
- Ability to create flexible strategies and adapt quickly to changing business environment
- Results focused - Bias towards action, able to synthesize multiple pieces of information and act decisively
- Highly organized and detail oriented
- Ability to balance competing interests and ensure all objectives across multiple projects are met in a timely manner

## Education and Experience

- Bachelor's degree in relevant field
- At least three years of project management experience, food or broader CPG experience preferred.
- Proven experience leading and managing project teams in a highly collaborative and fast paced business environment
- PMP, or comparable project management certifications is a plus
- MS Excel and PowerPoint Skills Required, MS Project or comparable software experience is a plus

**Job type:** Full-time, Permanent, On-site (not remote)

**Benefits:** Basic Benefit Plan including Health and Medical, Vision Care, Dental, Wellness & Preventative Services. RSP and Bonus Program.

Please submit your resume to [hr@croftersorganic.com](mailto:hr@croftersorganic.com) indicating your experience and interests  
Crofter's Food Ltd. welcomes and encourages applications from people with disabilities.

Accommodations are available on request for candidates taking part in all aspects of the selection process.