

## MARKETING SPECIALIST (NOC: 11202)

Posted By: Iqbal Foods Parkway

**Location: North York** 

Salary: \$36.10 Per Hour

JOB ID: RJ3071385

Posting Date: 15-Aug-2025

Expiry date: 11-Feb-2026

Education: College/CEGEP

Language: English

Vacancies: 1

Years of Experience: 1 year

Job Type: Full Time

## **Job Description**

## **MARKETING SPECIALIST (NOC: 11202)**

Posted on August 14, 2025 by Iqbal Foods Parkway

## OVERVIEW

Iqbal Foods is a leading halal-based grocery and food service company, specializing in high-quality halal-certified products for diverse communities across Canada. We are seeking a Marketing Specialist with proven experience in halal food marketing, cultural branding, and community engagement. The ideal candidate will have in-depth knowledge of key religious and cultural occasions by halal consumers, enabling them to design and execute event-specific promotions that resonate with our customers.

## **JOB DETAILS**

Location: North York, ON M2J 1L8

#### Salary

\$36.10 hourly/30 to 40 hours per Week

## **Terms of employment**

**Permanent employment** 

Full time

#### Start date

Starts as soon as possible

#### **Vacancies**

1 vacancy

#### **OVERVIEW**

### Languages

English

#### Education

College/CEGEP diploma in Marketing, Business, Communications, or a related field.

## **Experience**

1 year to less than 2 years in marketing, preferably in the halal food, grocery, or cultural retail sector

#### On site

Work must be completed at the physical location. There is no option to work remotely.

#### **Work setting**

On-site at our North York location

Private company specializing in halal-certified products.

#### **RESPONSIBILITIES**

#### Tasks

- EEEEEE Develop and implement marketing strategies tailored to halal food products and culturally diverse communities.
- EEEEEE Conduct market research on halal consumer trends, buying habits, and preferences in wholesale and retail sectors
- eeeee Prepare culturally relevant promotional materials, ensuring compliance with halal certification standards.
- eeeeee Coordinate halal-focused publicity events, community sponsorships, and seasonal promotions.
- EEEEEEE Manage online marketing e-commerce, and social media campaigns targeting halal-conscious consumers.
- EEEEEE Maintain brand integrity by ensuring all marketing content reflects halal values and product authenticity.
- eeeeee Build and maintain relationships with halal certification bodies, community leaders, and media outlets.
- EEEEEEE Evaluate customer service and store environments to ensure alignments with halal brand standards.

#### ADDITIONAL INFORMATION

## Work conditions and physical capabilities

- ●∈∈∈∈∈∈ Fast-paced environment with tight deadlines
- ∈ ∈ ∈ ∈ ∈ ∈ Attention to detail and accuracy in halal product representation
- ●∈∈∈∈∈∈ Ability to manage multiple projects simultaneously

## Personal suitability

- eeeeee Strong knowledge of halal dietary laws, certification processes, and related cultural practices
- EEEEEE Awareness of religious and cultural occasions relevant to halal consumers and ability to integrate them into marketing strategies.
- ∈∈∈∈∈∈∈ Client-focused with cultural sensitivity and respect for diverse communities
- ∈ ∈ ∈ ∈ ∈ Excellent oral and written communication skills
- ∈∈∈∈∈∈∈ Organized, dependable, and able to work collaboratively
- •εεεεεε Integrity and due diligence in representing halal products.

## **EMPLOYMENT GROUPS**

This employer promotes equal employment opportunities for all job applicants, including those self-identifying as a member of these groups:

- ∈ ∈ ∈ ∈ ∈ ∈ Support for newcomers and refugees
- €€€€€€ Support for mature workers
- ∈ ∈ ∈ ∈ Supports for visible minorities
- eeeee Candidates with experience in halal food marketing or cultural community engagement

## WHO CAN APPLY TO THIS JOB?

### Only apply to this job if:

Canadian citizens, permanent residents and temporary residents of Canada Other candidates, with or without a valid Canadian work permit

# HOW TO APPLY Direct apply

By Direct Apply

#### By email

igbalfoods-parkwayforest@post.com

#### How to apply instructions

Here is what you must include in your application:

- eeeee Cover letter
- ∈∈∈∈∈∈ References attesting to relevant experience
- € € € € € Example of halal-focused marketing work (if applicable)

This job posting includes screening questions. Please answer the following questions when applying:

• eeeeee Do you have previous experience in halal food marketing or working with halal-certified products, including promotions for religious or cultural occasions

## >>>> This ad will remain active until the position is filled <<< <<

To apply for this job vacancy, please send your resume along with a cover letter and a refrence letter from your previous employer to the following email: iqbalfoods-parkwayforest@post.com

# Posted on refugeejobportal.com