



MARKETING SPECIALIST (NOC: 11202)

Posted by Iqbal Foods Parkway

Posting Date : 15-Aug-2025

Closing Date : 11-Feb-2026

Location : North York

Salary : \$36.10 Per Hour

Job Requirements

- **Education:** College/CEGEP
- **Language:** English
- **Years of Experience:** 1 year
- **Vacancy:** 1
- **Job Type:** Full Time
- **Job id:** ABOJ2410413

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

- Develop and implement marketing strategies tailored to halal food products and culturally diverse communities.
- Conduct market research on halal consumer trends, buying habits, and preferences in wholesale and retail sectors
- Prepare culturally relevant promotional materials, ensuring compliance with halal certification standards.
- Plan and execute marketing campaigns for key religious and cultural occasions such as Ramadan, Eid Al-Fitr, Eid Al-Adha, Islamic New Year, and other community celebrations.
- Coordinate halal-focused publicity events, community sponsorships, and seasonal promotions.
- Manage online marketing e-commerce, and social media campaigns targeting halal-conscious consumers.
- Maintain brand integrity by ensuring all marketing content reflects halal values and product authenticity.
- Build and maintain relationships with halal certification bodies, community leaders, and media outlets.
- 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

- Strong knowledge of halal dietary laws, certification processes, and related cultural practices
- 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
- 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
- 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

iqbalfoods-parkwayforest@post.com

How to apply instructions

Here is what you must include in your application:

- eeeeee Cover letter
- eeeeee References attesting to relevant experience
- eeeeee 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 reference letter from your previous employer to the following email: iqbalfoods-parkwayforest@post.com

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