



## MARKETING SPECIALIST (NOC: 11202)

**Posted by:** Iqbal Foods Parkway

**Posting date:** 15-Aug-2025      **Closing date:** 11-Feb-2026

**Education:** College/CEGEP

**Language:** English

**Job location:** North York

**Salary:** \$36.10 Per Hour

**Years of Experience:** 1 year

**Vacancy:** 1

**Job Type:** Full Time

**Job id:** CAJ5193809

### 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](mailto:iqbalfoods-parkwayforest@post.com)

**How to apply instructions**

Here is what you must include in your application:

- 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:

- 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](mailto:iqbalfoods-parkwayforest@post.com)

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