



Job Opportunity: Short-Term Consultant/Researcher for Export Development Planning

Location: Remote and/or On-Site (St. Anthony, Newfoundland and Labrador)

Contract Duration: 18 Weeks

Application Deadline: October 10th, 2025

About Us

St. Anthony Basin Resources Inc. (SABRI) is a small but ambitious social enterprise focused on delivering high-quality marine products. We are exploring opportunities to expand into the **pet food markets of the UK, Germany, France, and Italy** with our innovative **marine-based products**. To achieve this, we are seeking a highly skilled and motivated **Export Development Consultant** to guide us in developing a comprehensive strategy for successful market entry.

The Role

As the **Export Development Consultant**, you will play a pivotal role in helping SABRI position itself for success in the European pet food markets. This is a short-term contract role (18 weeks) that requires a results-driven, detail-oriented professional with experience in international trade, export strategy, and market development.

Key Responsibilities

1. Market Research & Analysis:

- Conduct thorough research on the **pet food markets of the UK, Germany, France, and Italy**, focusing on demand for premium, marine-based pet supplements.
- Identify key trends, customer preferences, and regulatory requirements for each market.

2. Competitive Positioning:

- Analyze competitors and their strategies in the pet supplement market.
- Identify SABRI's unique selling proposition (USP) and market differentiation opportunities.

3. **Export Strategy Development:**

- Develop a step-by-step **export plan** tailored to each target market.
- Provide recommendations on pricing, distribution channels, and packaging to meet market expectations.

4. **Regulatory Compliance:**

- Identify relevant import/export regulations and certifications required for entry into the UK, Germany, France, and Italy.
- Advise on labeling, product standards, and any certifications specific to pet food/supplements.

5. **Go-to-Market Strategy:**

- Recommend strategies for branding, marketing, and partnerships to build trust with distributors, retailers, and pet owners in the target markets.
- Identify potential partners, distributors, or industry contacts in Europe.

6. **Final Deliverables:**

- A comprehensive **Export Development Plan** for SABRI, including timelines, budgets, and actionable steps.
- Recommendations for a phased market entry approach, starting with one or more priority markets.

Qualifications

We are looking for a consultant or professional with:

- **Proven Experience:**

- A strong background in **export development, market research, or international trade**, particularly in the pet food or supplements industry.
- Knowledge of the European market and its regulatory landscape.

- **Skills:**

- Excellent research, analytical, and strategic planning capabilities.
- Strong understanding of supply chain management and export logistics.
- Exceptional communication and presentation skills.

- **Education:**

- A degree in **business, international trade, marketing**, or a related field (or equivalent experience).

- **Preferred:**

- Experience working with small businesses or niche industries.
 - Familiarity with marine-based products or pet food innovation.
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Compensation

- Competitive compensation will be offered based on experience.
 - Flexible working arrangements (remote, hybrid, or on-site).
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How to Apply

Submit your application, including:

1. A **cover letter** describing your relevant experience and approach to export planning.
2. A **resume or CV** highlighting key projects or achievements.
3. (Optional) Examples of prior **export development plans** or similar work.

Send applications to: info@sabrinl.com

Subject line: Export Development Consultant Application

Join St. Anthony Basin Resources Inc. and help us bring our unique marine pet supplements to the European market!