

---

Lactanet Canada is a producer owned organisation, providing innovative dairy herd management and genetic services to more than 10,000 dairy farm customers and professional advisors across Canada. We are a national organisation created by a partnership of Canadian Dairy Network (CDN), CanWest DHI and Valacta providing all components of genetic evaluation, milk recording (data collection, lab analysis, data processing, etc.) herd management software and solutions, applied research and innovation, advisory services, knowledge transfer and traceability.

### **MARKETING SPECIALIST – Guelph ON**

Reporting to the National Communication Director, and located in Guelph ON, the Marketing Specialist role leads the day to day marketing activities with a focus on coordinating and implementing all aspects of communications and promotions to help achieve overall marketing and organizational goals.

#### **Responsibilities**

- Active member of marketing and communications team and assists with overall initiatives and projects.
- Plans, writes and edits promotional copy for brochures, newsletters, articles and all related print, website and online communications pieces.
- Coordinates public relations including the creation and delivery of press releases, advertisements and other marketing materials.
- Participates in planning, writing and delivering all aspects of Lactanet social media presence.
- Leads and coordinates participation in seminars, trade shows and industry events.
- Develops and implements promotional campaigns for existing and new product launches.
- Proactively creates a wide range of innovative communication tools and materials.
- Responsible for the direction and supervision of the graphic artist position in the department.
- Maintains effective internal communications with Sales division to ensure all are well informed of marketing activities and objectives.

#### **Requirements**

- Degree or Diploma in Marketing, PR, Communication, Business or Agriculture.
- 3-5+ years of experience in marketing, communications, promotions, ideally in the dairy industry.
- Proficient in Social Media marketing.
- Strong communication skills with attention to detail and copy accuracy.
- Innovative and creative approach.
- Strong interpersonal skills, well organized and self-motivated.
- Effective project management skills and ability to meet deadlines.
- Occasional traveling is expected.
- Bilingualism an asset.

An individual with relevant knowledge, skills, and passion for modern, dynamic communications combined with strength in problem solving is our ideal candidate. This position offers a positive teamwork environment and a comprehensive benefits package with a competitive salary that is commensurate with qualifications and experience.

To submit an application, please send your cover letter and resumé together in the content of an email (no attachments) with the subject line **“Marketing Specialist - ON”** to [careers@lactanet.ca](mailto:careers@lactanet.ca)

*Lactanet is committed to an inclusive, equitable and accessible workplace where people are valued, respected and supported. Accommodation for applicants with disabilities is available on request. We thank all applicants for their interest and will contact those who are selected for an interview.*

**NO PHONE CALLS OR AGENCIES PLEASE.**