

[Lactanet](#) is an organization providing innovative dairy herd management and genetic services to dairy farm customers and professional advisors throughout the country. Our team is comprised of 450 employees dedicated to providing services to more than 8,000 dairy farms across Canada. Lactanet provides milk recording, genetic evaluation, advisory and herd management software solutions.

DIRECTOR OF MARKETING AND COMMUNICATIONS - NATIONAL

This is a full-time position. We are looking for a dynamic individual who will lead the planning, development and execution of corporate marketing, communications and knowledge transfer activities and initiatives. You will work from either our Guelph or Montreal office location and be responsible to manage the corporate social media and external communications presence. Additionally, you will coordinate the publication of promotional material, reports, knowledge transfer materials, etc. while working collaboratively with other teams including Sales and Services, Business Development, Innovation and development and Human Resources.

Responsibilities

- Lead the development and execution of marketing, communications and brand management strategies;
- Manage the successful delivery of external communications including the website, social media, news releases and other related activities;
- Coordinate the company's presence at local, regional and national shows, exhibitions and other events;
- Develop and deliver programs to support the launch of new products and services;
- Measure performance of the company's marketing and communications activities;
- Manage the operations, projects and resources effectively and efficiently.

Requirements

- Bachelor's Degree in Marketing, Business Administration, Communications, or other similar field of study.
- At least five (5) years' experience in a similar position.
- Superior written and verbal communication skills in both English and French languages.
- Ability to communicate effectively with all levels of the organization.
- Experience managing a team of professional staff.
- Exemplary leadership skills, fostering teamwork, employee wellness, motivation and open communication.
- Experience negotiating and managing external service contracts.
- An understanding of common marketing and communications software platforms.
- Understanding of the Canadian dairy industry is an asset.

Working Conditions

Normal office work conditions.

Why work at Lactanet

We are a dynamic organisation and value the well-being of our employees. We offer competitive health and wellness programs including health and dental benefits and company pension plan.

Apply

If you meet the qualifications for this position, please send your resume with the subject line « Director of Marketing and Communications – National » to careers@lactanet.ca