

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.

### SOCIAL MEDIA SPECIALIST

This is a full-time position, the incumbent is responsible for creating and publishing content on all social media platforms, to grow an audience and build brand awareness. The Social Media Specialist develops the social media strategy as well as work with Knowledge Transfer team to create strategies to support transfer plans and core business objectives. He/she works with the project owners to carry out various social media tactic. He/she initiates and takes charge of the planning, coordination and execution of social media plan with the respective team members.

#### Responsibilities

- Plan, manage and execute social media content strategy
- Responsible for social media calendar and execution on plan
- Deliver engaging and targeted content keeping the brand's community active, engaged, and ever-growing
- Produce high-quality marketing and communication content within deadlines
- Develop internal social media guidelines and protocols
- Responsible for marketing email deployments, distribution lists
- Work with KT team to create content strategies to support transfer plans and core business (products & services)
- Identify new content ideas for promotional and marketing campaigns
- Work with Content & Creative manager to ensure branding consistency
- Work with Digital Marketing Specialist to measure and report performance of marketing campaigns and assess against goals (ROI and KPIs)
- Build a social media dashboard and update monthly
- Responsible for consistent, appealing and relevant content

#### Requirements

- Bachelor's degree in Business, Marketing, Communication, or any other relevant studies
- Excellent knowledge of social media platforms and tools
- Demonstrated skills in communication, outreach, writing, planning and coordination
- Dairy industry knowledge an asset
- At least three (3) years experience in a similar position
- Excellent knowledge of English, written and spoken
- Functional level of French, written and spoken (an asset)
- Ability to manage multiple priorities
- Innovative, creative and quality/result oriented
- Team player, willing to learn and customer oriented

#### Working Conditions

The incumbent may have his/her main office at home, depending on where he/she lives. Normal office working conditions.

#### Why work at Lactanet

We are a dynamic organization 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 «Social Media Specialist» to [careers@lactanet.ca](mailto:careers@lactanet.ca)