
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.

EVENTS, TRAINING & SPONSORSHIP SPECIALIST

This is a temporary full-time 12-month position (with a possible extension), the incumbent is responsible for managing the events, training, and sponsorships calendar. The Events, Training & Sponsorships Specialist coordinates the marketing content and collateral for the events aligning with the Knowledge Transfer team to support transfer plans and the core business objectives. He/she is responsible for managing the sponsorships needs throughout the year. He/she is also responsible for coordinating the material and organizing the internal training for the staff based on the business need.

Responsibilities

- Identify strategically industry regional and national conferences, trade shows, and other events
- Plan, coordinate, and execute end-to-end logistics and high quality yet budget conscience presence at regional and national conferences, trade shows, and events
- Track attendance and participation, manage collection of assets and contacts, and facilitate appropriate follow-up from events
- Manage events budget, evaluate results against goals, and generate learnings for improvement
- Assist in creating and distributing event collateral (i.e., teaser, banners, flyers, brochures)
- Coordinate all facets of events with sales, marketing, and internal staff to help encourage maximum attendance
- Order and maintain inventory of marketing supplies, corporate collateral, and promotional items and ensure appropriate stock at events to advance brand building and support sales
- Manage sponsorships throughout the year
- Plan, coordinate and execute internal training needs based on marketing roadmap
- Collaborate with Knowledge Transfer team to develop events & training marketing collateral needs that supports strategic transfer plans
- Collaborate with Content & Creative Manager to ensure branding consistency of all the marketing collateral
- Coordination of the annual herd management score reports
- Coordination and execution of the annual awards/recognition programs and other related programs
- Maintain an annual events calendar including measure and report performance of events and assess against goals (ROI and KPIs)

Requirements

- Bachelor's degree in Business, Marketing, Communication, or any other relevant studies.
- Experience or knowledge in coordinating trade shows or events.
- 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 French and English, written and spoken.
- Ability to manage multiple priorities.
- Innovative, creative and quality/result oriented.
- Team player, willing to learn and customer oriented.

Working Conditions

Normal office hours and remote work (hybrid formula). The incumbent may have his/her main office in one of Lactanet's offices in Saint-Anne de Bellevue, Quebec or Guelph, Ontario.

Why work at Lactanet

We are a dynamic organisation and value the well-being of our employees. We offer health and wellness programs, competitive salary, and benefits (group insurance and pension plan), training and professional development opportunities, a stimulating, progressive and collaborative work environment, and many other benefits....

Apply

If you are interested and meet the above qualifications, please send a cover letter and resumé with an email subject line « Events, Training & Sponsorship Specialist – National » to careers@lactanet.ca