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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.

### MARKETING COORDINATOR

This is a full-time position, the candidate will actively collaborate with the Marketing and Communications team in the deployment of innovative marketing strategies for all Lactanet's projects and publications in order to increase their visibility. He/she will collaborate on the design and update of various marketing tools while ensuring the follow-up of the department's budget.

#### Responsibilities

- Participate with the knowledge transfer advisors in the design and optimization of marketing strategies and in the creation and revision of the content of training tools (presentation, guide, etc.);
- Take charge of the design and updating of various marketing tools to increase their visibility:
  - internal newsletter
  - IPT events and promotional tools
- Ensure compliance with deadlines and coordinate annual publications (Qc and Atlantic), advertising in annual publications (ROC and Atlantic) and annual calendars;
- Monitor industry and competitor marketing initiatives and stay up-to-date on marketing trends in order to propose innovative ideas for all Lactanet publications and marketing tools;
- Implement indicators to evaluate the performance of marketing activities, and thus increase the return on investment of deployed initiatives;
- Contribute to brainstorming sessions by providing marketing and promotional strategies;
- Participate in the writing and revision of marketing documents in French and English
- Participate in the ideation, planning and organization of events, including the IPT event and awards ceremony;
- Ensure the follow-up of the department's budget by invoicing, creating purchase orders and data entry.
- Provide support in the revision of all French documents.
- Assist the Marketing and Communications Director in his tasks and projects

#### Requirements

- University degree in marketing or other relevant field;
- At least three years of experience in marketing;
- Bilingualism in French and English, both written and spoken;
- Excellent writing skills in French and English;
- Excellent content creation skills
- Strong knowledge of MS Office software and social networks: Facebook, Instagram, Twitter, LinkedIn, Google+, YouTube and be aware of best practices and trends;
- Demonstrates great creativity
- Thoroughness, attention to detail and attention to detail ;
- Autonomy and initiative.
- Professionalism and sense of priorities;
- Knowledge of the agricultural field, an asset.

#### 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.



## Careers

### Apply

If you meet the qualifications for this position, please send your resume with the subject line «Marketing Coordinator» to [careers@lactanet.ca](mailto:careers@lactanet.ca)