

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 candidate will be responsible for creating strategies and posts on our social media platforms to build audiences and brand awareness. He/she will initiate and take charge of the planning, coordination, and execution of the social media plan by working with in-house experts (content, design, etc.). He/she will keep up to date with the latest social trends, platforms, and make recommendations when new opportunities are relevant to the company.

#### Responsibilities

- Plan, manage and execute social media content strategy:
  - Responsible for social media calendar and execution
  - Develop internal social media guidelines and protocols
  - Create social media dashboard (stats) and update monthly
- Produce high quality marketing and communications content on time:
  - Identify new content ideas for promotional and marketing campaigns
  - Provide compelling and targeted content to keep the brand community active, engaged and constantly growing
  - Work as a team with various experts to ensure brand consistency and performance of marketing campaigns
- Build and send marketing emails, while ensuring distribution lists are kept up to date.

#### 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)