

## Knowledge Transfer Advisor National

Lactanet is accepting applications for a Knowledge Transfer Advisor position. Candidates who enjoy developing, implementing knowledge transfer and marketing strategy, taking charge of the planning, coordination and execution would excel in this position.

### Position Overview

- Develop marketing plans as well as communication and transfer strategy
- Responsible for developing and executing communication and transfer tools
- Collaborate with the experts of the Innovation & Development (I&D) team, propose, develop, plan and implement strategy and marketing tools.
- Responsible for the monthly newsletter and provide content in collaboration with the I&D experts
- Plan each step of each project/product/ by maintaining a project management file
- Ensure the follow-up and achievement of the objectives set by the company
- Monitor new strategies and marketing tools as well as identifying opportunities for Lactanet.
- Write interviews with the producers or other industry partners
- Collaborate with partner organizations
- Provide support to the I&D team on marketing tools

### Qualifications & Experience

- Bachelor's degree in marketing, business, or any other relevant training
- Knowledge of the dairy industry is an asset
- At least three (3) years experience in a similar position (knowledge transfer and/or product management)
- Excellent knowledge of French and English, both written and spoken
- Good sense of priorities, strong written and oral communication and teamwork skills
- Demonstrated skills in communication, outreach, writing, planning and coordination
- Leadership, attention to detail, ability to work in a dynamic environment and a creative mindset
- Developed knowledge of virtual communication tools and the Microsoft Office suite
- Ability to manage multiple priorities
- Innovative, creative and quality/result oriented
- Team player, willing to learn and customer oriented

### Working conditions

Normal office working conditions, hybrid work option and occasional travel. The candidate may have their primary office at either our Guelph or Sainte-Anne-de-Bellevue office locations.

### How to Apply

If you meet the qualification for this position, please send us your resume with an email subject line 'Knowledge Transfer Advisor' to [careers@lactanet.ca](mailto:careers@lactanet.ca).

Lactanet is the leading dairy herd improvement organization responsible for milk recordings, genetic evaluations, knowledge transfer and dairy cattle traceability. We provide products and services to help Canadian farmers manage their dairy operation.

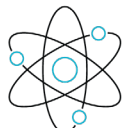
### The benefits of working at Lactanet include:

- Group Insurance & Pension Plan
- Flexible Schedule
- Vacation
- Free Medical Teleconsultation
- Internet & Cellphone Allowance
- All Equipment Provided
- Employee Assistance Program (EAP)

### CORE VALUES



Excellence



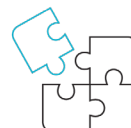
Innovation



Integrity



Diversity



Synergy



Leadership