

Portfolio Specialist – Core products & Services National

We are actively seeking a Portfolio Specialist to develop and implement knowledge transfer and marketing strategies for the products and services offered by Lactanet. He/she works with the content experts to carry out various knowledge transfer projects and develop marketing tools related to their field of expertise. He/she initiates and takes charge of the planning, coordination, execution and follow-up of projects with the respective teams.

Position Overview

- Develops marketing plans as well as communication and promotional strategies for the identified projects/products/services.
- Responsible for developing and executing communication and promotional tools included in the marketing plans.
- In close collaboration with the technical experts of products & services, propose, develop, plan and implement strategies & marketing tools for the projects/products:
 - Participate in the development of projects or tools.
 - Propose, plan and coordinate marketing strategies related to projects/products.
 - Provides support to authors in the development of visuals/presentations to make the content accessible and understandable to the audience.
 - Follow up on results and impact of the various strategies used.
- Responsible for the monthly newsletter (Zone Laitière/Milk Zone) and provides content.
- In charge of planning the key steps of each project/product by maintaining a project management file.
- Ensures the follow-up and achievement of the objectives set by the company related to its projects/products.
- Monitor new strategies and marketing tools as well as identifying opportunities for Lactanet.
- Collaborate with partner organizations.

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 (product management);
- Excellent knowledge of French and English, both written and spoken;
- Developed knowledge of virtual communication tools and the Microsoft Office suite;

How to Apply

If you meet the qualification for this position, please send us your resume with an email subject line 'Portfolio Specialist' to 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.

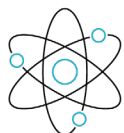
The benefits of working at Lactanet include:

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| • Group Insurance & Pension Plan | • Flexible Schedule | • Vacation |
| • Free Medical Teleconsultation | • Training & Development | • All Equipment Provided |
| • Employee Assistance Program | | |

CORE VALUES



Excellence



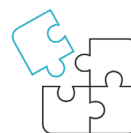
Innovation



Integrity



Diversity



Synergy



Leadership