

# CAREER OPPORTUNITY



## Marketing Designer

### National

We are actively seeking a Marketing Designer to create engaging and visually appealing graphics, layouts, and materials for various media, including websites, social media, email marketing, print collateral, presentations, advertisements, banners and more. This is a full-time position with the option of working remote, hybrid, or at one of our offices in Sainte-Anne-de-Bellevue, Quebec or Guelph, Ontario.

### Position Overview

- Drive the creation of graphic design assets for print/digital campaigns and sales tools that resonate with our audience and elevate our brand identity.
- Under the supervision of the Content and Creative Manager, collaborate with cross-functional teams to understand objectives, produce project requirements and initiate the approval process.
- Use a suite of software programs and design knowledge to bring ideas and visual concepts to life, while incorporating feedback and revisions as needed.
- Ensure deliverables are consistent, accurate, and meticulously adhere to quality standards and brand guidelines.
- Brainstorm ideas, solve design challenges, and translate complex information into easy to digest graphic communications, such as images, infographics, charts, diagrams, animations and more.
- Oversee the organization and maintenance of our asset library, including images, illustrations, and videos.
- Manage design files to ensure optimal workflow, efficiency, and uphold file integrity.
- Stay updated on industry trends, design tools, best practices, and emerging technologies to continually learn new skills and improve design capabilities and processes.

### Qualifications & Experience

- Diploma in Graphic Design, Visual Arts, or related field with a minimum of 3 years' experience.
- Digital portfolio showcasing your design skills and creative work.
- Understanding of design principles, typography, colour theory, layout techniques, image editing and print production.
- Proficient with the Adobe Creative Suite, including InDesign, Illustrator, Photoshop, Express and Firefly.
- Demonstrated knowledge of social media platforms, Microsoft 365, and other software applications such as PageProof, Asana, and Teams.
- Experience with motion graphics, video editing, animation, or web design is an asset.
- Fluency in French and English is an asset, though a strong command of the English language is essential.
- Some travel required.

### How to Apply

If you qualify for this position, please send your resume with email subject line of 'Marketing Designer' 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
- Training & Development
- All Equipment Provided
- Employee Assistance Program

### CORE VALUES



Excellence



Innovation



Integrity



Diversity



Synergy



Leadership

Lactanet is committed to an inclusive, equitable and accessible workplace where people are valued, respected, and supported. Accommodation for applicants with disabilities is available on request. We thank all applicants for their interest and will contact those who are selected for an interview.