



## Director, Marketing & Communications

### JOB POSTING – BRANTFORD, ONTARIO

**HOLSTEIN CANADA** is a national not-for-profit association and the largest dairy breed association in Canada, serving our membership of almost 10,000 active dairy producers since 1884. We are seeking a **Director of Marketing & Communications** to join our dynamic Senior Leadership Team.

We provide a flexible and diverse environment with excellent work-life balance, opportunities for development and the chance to participate in meaningful projects within the Canadian dairy industry. We offer a robust benefit package which includes extended group health benefits, a company pension matching program, competitive vacation and personal days, additional paid time off throughout the year and before every long weekend in the summer, educational opportunities, a wellness program with annual flexible spend, an annual company clothing allowance, and more! All of this is in addition to our inclusive workplace practices, a strong commitment to work-life balance, and a supportive team. Join us in a collaborative environment where your expertise will make a significant impact.

Reporting to the Chief Executive Officer, the **Director of Marketing & Communications** is accountable for developing and executing marketing and communication strategies across the organization that drive awareness, strengthen industry relationships, increase member engagement and support revenue growth through the promotion of memberships and services. This role will lead Holstein Canada's education and extension efforts, ensuring that members, customers, and stakeholders receive valuable insights into our programs and services, strengthening their relevance. Additionally, the **Director of Marketing & Communications** will oversee Association events, corporate sponsorships, and public relations, ensuring maximum brand recognition and industry impact. The ideal candidate is a strategic thinker and skilled communicator who excels at building processes, developing policies, and adding structure to create a high-performing marketing and communications team.

#### **RESPONSIBILITIES:**

##### **Marketing and Communications:**

- Develop and execute a comprehensive marketing and communications strategy that integrates digital and traditional channels, aligning with business objectives and key performance indicators (KPIs).
- Establish structured processes and best practices for marketing planning, execution, and performance measurement.
- Oversee Holstein Canada's digital presence, including website management, social media and more.
- Monitor and analyze marketing performance, adjusting strategies to maximize impact.
- Manage the marketing budget, ensuring efficient allocation of resources to achieve objectives.



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### Education & Extension:

- Lead the development of *infoHolstein*, Holstein Canada's official publication, ensuring engaging and informative content.
- Develop clear, compelling messaging that communicates the value, benefits, and differentiation of Holstein Canada's programs and services.
- Deliver education and extension programming internally to Holstein Canada staff and externally to members and customers, increasing knowledge and awareness of industry initiatives.
- Implement structured training and communication strategies to ensure consistent messaging and knowledge-sharing across the organization.

### Events and Corporate Sponsorships:

- Maximize Holstein Canada's exposure by activating sponsorships at key industry events.
- Identify and secure strategic sponsorship opportunities that enhance Holstein Canada's visibility and engagement.
- Oversee event planning and execution, including the Annual Convention, Awards Gala, and National Shows, ensuring they run smoothly and within budget.
- Develop targeted marketing campaigns to increase attendance at in-person and virtual events.
- Secure multi-year sponsorship agreements with industry partners and ensure all sponsorship benefits are fulfilled.
- Ensure event planning processes are in place to streamline execution and improve consistency year over year.

### Team Leadership & Process Management:

- Lead a team of marketing and communications professionals, fostering a structured, collaborative, and innovative work environment.
- Implement clear workflows, policies, and guidelines to improve efficiency and ensure alignment across marketing initiatives.
- Develop repeatable processes for content creation, campaign execution, and performance reporting.
- Oversee project timelines, budgets, and deliverables to ensure successful execution.
- Encourage creativity and cross-functional collaboration while ensuring the team operates with clarity, consistency and accountability.

### YOU OFFER:

- 5-7+ years of progressive experience within a related Marketing and Communications role, ideally with experience at a Senior Management level
- Completion of education or certification within the fields of marketing, communication, business, and/or equivalent

*We are committed to providing a barrier-free recruitment process. If you require accommodation, please contact us with your request. Thank you for your application to Holstein Canada.*



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- Expertise in all aspects of Marketing and Communication including integrated marketing campaigns and measurement, communication, event management, and corporate sponsorship
- Knowledge of the Holstein breed or prior experience within the dairy or agriculture industry is strongly preferred
- Proven leadership skills and demonstrated ability to manage a team of direct reports
- Bilingual (English & French) is a distinct asset

Please submit your application directly to: [HR@Holstein.ca](mailto:HR@Holstein.ca). Applications will be accepted on an ongoing basis until the position is filled. Due to the volume of applications, only selected candidates will be contacted.

We support inclusive, equitable hiring practices and are committed to providing a barrier-free recruitment process. We welcome and strongly encourage applicants from diverse and underrepresented groups. If you require accommodation during any part of the recruitment process, please contact us with your request.