



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. Reporting to the Chief Executive Officer, the Director of Marketing & Communications is a critical position that is accountable for developing marketing and communication strategies across the organization, as well as contributing to increased revenue growth through the effective marketing of memberships and services. Additional objectives for this role include overseeing Association events; maintaining Holstein Canada's professional brand reputation while ensuring maximum recognition through communications and events, as well as expanding the corporate sponsorship base in alignment with Holstein Canada's value proposition. This role is responsible for ensuring the department achieves strategic priorities and manages a collaborative team of Marketing and Communication professionals.

We offer 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 long weekends in the summer, educational opportunities, 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.

RESPONSIBILITIES

Marketing and Communications:

- Create and implement a comprehensive marketing strategy that includes digital and traditional marketing methods, ensuring alignment with business objectives and across multiple channels that achieve or exceed established KPIs
- Monitor and report on business results achieved through strategic marketing efforts
- Develop clear and compelling messaging to effectively communicate the value, benefits, and differentiation of products and services, ensuring they project Holstein Canada's unique value proposition
- Manage the marketing budget and allocation of resources to achieve objectives
- Oversee the management and growth of Holstein Canada's digital presence, including website, social media platforms, search engine optimization (SEO), and search engine marketing (SEM)

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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Events and Corporate Sponsorships:

- Maximize Holstein Canada's exposure through effective activation of sponsorships at third party events
- Proactively seek out appropriate third-party event sponsorship opportunities that will elevate consideration with select audiences, negotiate sponsorship agreements and direct print & digital activations
- Oversee events from concept to completion within required timelines and budget demands, including an annual convention and awards gala as well as national shows
- Drive increased attendance at virtual and in-person events through targeted marketing
- Secure a diverse range of sponsors involved in the dairy industry. Negotiate multi-year sponsorship agreements and ensure all sponsor benefits are delivered

Department and Team Management:

- Effectively lead a team of marketing and communications professionals
- Promote a collaborative and creative environment where each Team Members' input and contributions are valued
- Manage projects to ensure deliverables are completed on time, and on budget

QUALIFICATIONS

- 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
- 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. 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.

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