

The Lactanet partnership between CanWest DHI, CDN and Valacta brings together leading dairy herd improvement organizations responsible for milk recording, genetic evaluations, and knowledge transfer in Canada. By leveraging the respective strengths of the three partners, Lactanet provides Canadian dairy farmers with the tools necessary to help them succeed and face the challenges that lie ahead for our industry while ensuring our global leadership position for the future. Lactanet is a farmer-run organization serving Canadian dairy producers from coast-to-coast. Our team is comprised of 450 employees dedicated to providing services to more than 8,000 dairy farms across Canada.

Knowledge Transfer Advisor – Genetics Portfolio

Lactanet is looking for a Knowledge Transfer Advisor with an expertise in genetics for a permanent full-time position. As part of the Marketing and Communication Department, the incumbent develops and implements knowledge transfer and expertise marketing strategies for the products and services offered by Lactanet. He/she works with the content experts to carry out various knowledge transfer projects related to their field of expertise. He/she initiates and takes charge of the planning, coordination, and follow-up of knowledge transfer projects with the respective teams.

Responsibilities

Marketing & communications (60%)

- Develops the transfer strategy and the implementation of the communication plan for the identified projects.
- Responsible for developing and executing marketing tools that are included in the transfer strategy with the Marketing and Communications team.
- Oversees knowledge transfer projects within the Marketing and Communications team and liaises with the Genetics team.
- Provides support to authors in the development of visuals/presentations to make the content accessible and understandable to our audience.
- Provides content for the Savoir Laitier/Dairy Knowledge newsletter.
- Writes interviews with producers or other industry partners, as needed, for publication in our tools (Dairy Knowledge, Dairy Evolution, Progress Report).

Genetics (40%)

- In close collaboration with the Genetics experts, propose, develop, plan, and implement strategies, for the knowledge transfer tools as well as possessing the knowledge to help develop content according to context.
- Participate in the development of projects or tools.
- Propose, plan, and coordinate the transfer strategy related to projects.
- Follow up on results and impact of the various strategies used.
- Collaborate with partner organizations.
- Monitor transfer strategies and tools as well as identifying opportunities for Lactanet.
- Provide support to the Genetics team on other knowledge transfer tools depending on the department needs.

Requirements

- Bachelor's degree in Agronomy, Sciences/Genetics, or any other relevant training
- Good knowledge of genetics and related services applied to dairy cattle
- At least three (3) years experience in a similar position (knowledge transfer and communications)
- Excellent knowledge of French and English, written and spoken (an asset)
- Developed knowledge of virtual communication tools

- Demonstrated skills in communication, outreach, writing, planning and coordination
- Marketing knowledge
- Ability to manage multiple priorities
- Innovative, creative and quality/result oriented
- Team player, willing to learn and customer oriented

Working conditions

Normal office work conditions and remote work (hybrid formula or 100% remote). The candidate may have his/her main office in one of Lactanet's offices in Saint-Anne de Bellevue (Quebec) or Guelph (Ontario).

Why work at Lactanet

We are a dynamic organisation and value the well-being of our employees. We offer health and wellness programs, competitive salary, and benefits (group insurance and pension plan), training and professional development opportunities, a stimulating, progressive and collaborative work environment, and many other benefits....

Apply

If you meet the qualifications for this position, please send a cover letter and your resume with an email subject line « Knowledge transfer advisor – Genetics Portfolio - National » to careers@lactanet.ca