



CAREERS

# Marketing & Communications Specialist

Location: Brantford, ON. Hybrid

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HOLSTEIN CANADA is the largest dairy breed association in Canada, serving our membership of more than 9,200 active dairy producers since 1884. With dynamic leadership and a clear vision, we are building an exciting, tech-friendly future. We offer a strong team-oriented workplace, supportive leadership, and the chance for you to develop along with us.

YOU are creative. You make managing multiple projects and deadlines look easy. You work best in a positive, proactive team environment. You are a quick thinker and clear communicator. You are a productive and driven independent worker but also enjoy the connections of teamwork. You are visionary with a flare to think outside the box. You have good instincts and you trust them. You are a real people person.

In this role, YOU WILL:

- Coordinate *InfoHolstein* magazine, including content development, advertisements, design, and distribution
- Manage communications across web, social media, email, video, and advertising channels
- Develop and maintain a cross-platform content calendar in collaboration with internal teams
- Create compelling social content and actively engage with online audiences
- Monitor and respond to comments and questions across all social platforms
- Write and send targeted, segmented email communications
- Plan and execute marketing campaigns aligned with organizational priorities
- Track marketing performance, report on goals, and adapt strategies as needed
- Support internal communications and contribute to events and special projects
- Bilingual (English & French) is a distinct asset

YOU OFFER:

- Post-secondary education in marketing, communications or a related field
- 3-5 years' progressive experience in marketing / communications
- Experience working quickly on multiple projects and priorities
- Experience with Social Media, graphics, and digital and video content
- Strong written and verbal communication skills
- Reliable and supportive team player
- Skilled in MS Office; InDesign is an asset

Contact: [hr@holstein.ca](mailto:hr@holstein.ca)

Submit application by: July 18, 2025

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*We are committed to providing a barrier-free recruitment process. If you require accommodation at any step in the process, we will work with you to meet your needs – simply contact a member of the HR team with your request. Thank you for your application to Holstein Canada. Due to the volume of applications, only selected candidates will be contacted.*