



With annual revenues of \$2.1 billion and representing approximately 3,700 Ontario dairy farm businesses, Dairy Farmers of Ontario (DFO) is the province's largest agricultural marketing organization. In its production, transportation and marketing roles, this non-profit organization is an essential partner in the Canadian dairy industry.

Marketing Events Specialist

In support of our new Marketing and Business Development Division, we are seeking an individual to join our team to work on the implementation of DFO's marketing programs. The newly created role, *Marketing Events Specialist*, will focus primarily on marketing events; logistics, and coordination and training of staff, sponsorships and vendor management.

The ideal candidate understands the importance of building relationships with staff, partners and vendors, is highly organized and thrives in a fast paced, collaborative environment. As events are often held on weekends and evenings and throughout Ontario, the ability to work a flexible schedule and have access to a vehicle are requirements for this position.

The successful candidate will possess the following qualifications and skills:

- University degree or certificate, preferably in marketing or events management;
- Proficiency in Microsoft Office;
- 2+ years' relevant work experience;
- Project management skills;
- Experience in vendor management;
- Experience in report writing;
- Strong written and verbal communication skills;
- Dairy/agriculture industry knowledge or background an asset; and
- Bilingual in French & English an asset.

Overview of the job responsibilities:

- Coordinates marketing event logistics and activation; venue, booth space, event assets, promotional and sampling items.
- Assists in the development, sourcing and purchasing of promotional and event items, and the monitoring and maintenance of all promotional and event inventory.
- Tracks shipping and delivery of event assets.
- Coordinates event specific sponsorships.
- Assists with negotiating contracts and tracks agreements.
- Sources, trains and manages staff for events.
- Manages event budget.
- Writes reports on event success.
- Makes recommendations for process improvement for future events.
- Monitors and assists with social media and media communications related to specific marketing events and programs.
- Supports marketing team with implementation of marketing programs and special events.

This is a full-time, permanent position working at DFO's Head Office in Mississauga. DFO offers a competitive salary, an attractive benefits package, good work/life balance and opportunities for professional development.

Dairy Farmers of Ontario maintains an accommodation policy and will provide accommodation to job applicants with disabilities during the hiring process. Please contact us should you require an accommodation.

Please submit a cover letter and resume on or before **October 22, 2018** to:

Human Resources Department
Dairy Farmers of Ontario
6780 Campobello Road
Mississauga, ON L5N 2L8
E-mail: human_resources@milk.org

Only applicants selected for an interview will be contacted.