

Job Title: Communications Specialist, Farmer-Member Communications

Location: Burlington

Company: Our client is one of the largest, self-governing bodies in the farming industry. They are a supply management organization that ensures that Ontarians have a guaranteed supply of high quality product at a fair price.

Role Focus: The Specialist, Farmer-Member Communications plays a critical role in supporting the organization's strategic communication initiatives and driving increased farmer-member engagement through elevated communication outreach and activities. This role works collaboratively with the Communication Department to ensure that the organization's strategic communication and engagement objectives are met.

The Specialist, Farmer-Member Communications is responsible for operational, policy and regulatory communication content curation, editorial activities, and daily liaison with the organization's subject matter experts / business owners to ensure technical content is strategically positioned, 'on brand', 'on message' and properly suited for its intended primary farmer-member audience.

These responsibilities also include supporting the Communications Department in the development and execution of a communication strategy in support of the organization's overall vision and core purpose.

The Specialist, Farmer-Member Communications will plan and manage communications tactics leveraging a range of mediums and channels.

Key Accountabilities:

Farmer-Member Content Curation:

- Daily development, implementation and dissemination of farmer-member operational, technical, policy and regulatory-related communication and content, and associated marketing materials
- Implementation and stewardship of the organization's digital assets (websites, digital communication mediums, social media channels etc.)

Farmer-Member Engagement Event Suite:

- Planning and execution of associated outreach initiatives
- Management and execution of the organization's farmer-member event suite: District Meetings, Regional Meetings – driving stakeholder participation and engagement, and working with subject matter experts to create presentation-style materials

Brand Management:

- Ensure all products are ‘on brand’ and ‘on message’ and communicated in the most effective manner

Digital First:

- Optimizing communications channels and mediums to ensure ‘best-in-class’ technological solutions are in place, and the organization is kept current on digital communication trends and tactics

Qualifications:

- Education: A degree in the field of communication, journalism, marketing or another relevant field
- Experience: Minimum of 5 years demonstrated experience in a communication, journalism, marketing, PR role

Technical Skills:

- Technologically adept - excellent MS Office, primarily PowerPoint skills required
- Experience with SAP CRM, Sales Force Marketing Cloud, a variety of CMS systems, and the Adobe Suite considered an asset

Competencies Required to Perform Role:

- Excellent verbal and written communication skills
- Excellent interpersonal and organizational skills
- Excellent event management skills
- Proven experience in managing corporate communications products and channels
- Solid knowledge of current and emerging digital communication trends and tools
- Strong project management skills
- Self-starter, critical thinker, team player
- Experience managing a diverse portfolio of vendors

Other:

- Must have a valid Ontario Driver’s License
- Bilingualism (English & French) considered an asset
- Experience in agriculture industry considered an asset
- Experience in a regulatory environment considered an asset