



## JOB DESCRIPTION

### Communications Manager

**Location:** Burnaby, BC

**Level:** 3+ years of relevant experience

**Type of position:** Full-time permanent

**Background:**

The BC Dairy Association is a non-profit association representing the interests of dairy farmers across British Columbia.

**Position summary:**

The Communications Manager is responsible for the management of the Producer Relations and Communications (PRC) department's internal and external communications. This includes the development of print and online publications and communications materials, contributions to the overarching digital strategy, public outreach and issues management.

**Duties & Responsibilities**

**Communications**

**a. Internal**

- Develop the weekly e-newsletter.
- Manage producer relations side of BCDA website including the Mobile Dairy Classroom Experience, Dairy Industry Research and Education Committee (DIREC), and the DairyPro website.

- Design and publish informational brochures and communiqués as required for the Mobile Dairy Classroom Experience and DIREC, as well as maintain and update current stock of producer relations publications.
- Work with external stakeholders to ensure that important industry updates and information are communicated to producers.
- Project manage, design, and layout the bi-annual Producer Newspaper, working interdepartmentally to ensure articles are submitted and edited in a timely manner.
- Develop content for the BC Holstein News “BCDA Bulletin,” and Dairy Expo innovation features.
- Order and manage PRC promotional materials for producers.

#### **b. External**

- Respond to inquiries and requests from producers, industry partners and consumers.
- Organize, manage, attend and represent BC Dairy Association at public outreach events.
- Manage government relations initiatives.
- Participate in provincial communications meetings and assist in the execution of producer focused social media strategies.

#### **Public Outreach**

##### **a. Mobile Dairy Classroom Experience (MDCE)**

- Manage the website and help design program brochures, training manuals and paper hand-outs.
- Advertise and communicate MDCE activities throughout the year, in partnership with the MDCE Program Coordinator.

##### **b. Breakfast on the Farm (BOTF)**

- Work closely with BCDA staff to execute BOTF, including development of signage, advertising, and brochures.
- Develop advertising plan that includes print & radio.

### **c. PNE**

- Develop and maintain relationships with the PNE.
- Ensure BCDA and the PNE both deliver on contract requirements.
- Work closely with the MDCE Program Coordinator to coordinate BCDA presence and display at the PNE.
- Create and train staff on PNE-specific messaging.
- Project manage the bi-annual updates to the exhibit, working with an external contractor to develop new and engaging games.

## **Digital & Web**

### **a. Content Creator**

- Keep a pulse on latest trends online.
- Propose ideas for content, working closely with the Communications Director.
- Proof articles, ensuring they align with the organization's key messages and follow SEO best practices.
- Research key words using Google AdWords.
- Create original videos, graphic posts, and articles.

## **Issues Management**

### **a. Social Media Response**

- Respond to comments on social media using the Association's key messaging and manage issues as necessary.

## **Skills & Experience**

- 3+ years of experience
- Competent business writer
- Mid-level graphic design abilities
- Interest in agriculture
- Ability to grasp industry policy
- Ability to think critically and work independently
- Completed BA in a relevant subject (English, journalism, writing, etc)

**Deadline:**

Interested candidates must submit a cover letter and resume to [jobs@bcdairy.ca](mailto:jobs@bcdairy.ca) by June 20, 2019 for consideration. Candidates should insert the desired position in the subject line.

BCDA thanks all applicants for their interest, however only selected candidates will be contacted.