

# BC DAIRY ASSOCIATION



## GENERAL MANAGER POSITION DESCRIPTION

### Introduction

The BC Dairy Association (BCDA) was formed December 1, 2011 from an amalgamation of the BC Dairy Foundation and the BC Milk Producers Association.

The purpose of the BCDA is to:

1. Coordinate, plan, oversee and implement the marketing, promotion, education and public relation programs best suited to meet the needs of the dairy production industry in British Columbia;
2. Act as representative and advocate for its members to the general public, to governments and their agencies, and to any other group or body that may be appropriate;
3. Serve as the forum for dairy producers to discuss issues of interest to the dairy production industry in British Columbia; and
4. Develop and pursue policies and programs beneficial to the dairy production industry in British Columbia

### Our Mission and Guiding Principles

We are the people of British Columbia's dairy industry:

- We are Champions. We encourage the consumption of milk and milk products as part of a healthy diet.
- We are Guardians. We proudly defend and advance the supply management system and policies that contribute to the stability of our industry.
- We are Stewards. We ensure dairy farming delivers a positive impact on our community and we work to preserve a sustainable, valuable and ethical industry.
- We are Advocates. Through outreach and engagement, we are at the centre of local and national dialogue about milk and our industry.
- We are Leaders. We are responsible for the future of the dairy industry and its contribution to the economy, health and culture of British Columbia.

### Our Vision

Milk, forever at the heart of a healthy community.

### The Opportunity: Role and Responsibilities

The General Manager of the BCDA is accountable to the Board of Directors for the overall management of the organization.

The General Manager is responsible for implementing all policies established by the Board. He/she will provide vision and leadership in ensuring that the Association achieves its goals. Key responsibilities include: leading the development of innovative and coordinated marketing and nutrition education plans that will result in growing the market for milk in British Columbia as well as protecting the interests of dairy producers through policy development and effective public and government relations.

All employees report through managers to the General Manager. He/she is responsible for building and maintaining a cohesive and dedicated team knowledgeable about all aspects of the industry. He/she will implement efficient and adequate financial and management control systems.

## Duties

The following details all of the current programs for which the BCDA and the General Manager are responsible. From time to time these duties may change at the direction of the Board.

### 1. General

- Manages the operations of the BCDA in accordance with the policies established by the Board.
- Manages all staff: employs and discharges all employees; defines the duties of employees; supervises employee performance, titles and job descriptions.
- Initiates the strategic planning process, and involves the Board in its development and periodic review. Implements the strategic plan.
- Oversees the management of the finances of the Association.
- Implements efficient and adequate financial and management controls, information systems and management practices.
- Develops and implements a succession plan for the organization.
- Ensures that the Association's web site, online communication tools and social media sites are current and dynamic.
- Represents the Association at conferences and other events.
- Manages the Dairy Industry Development Council.

### 2. Board relationship

- Provides information and advice to the Board in its deliberations and decisions.
- Keeps the Chair of the Board informed; seeks advice from Chair and Board on pertinent matters.
- Participates in Board meetings.
- Serves as ex-officio member of Board committees and subcommittees.
- Coordinates the board orientation program.
- Ensures that the Board has background information prior to meetings.
- Implements decisions and policies of the board.

### 3. Market development and consumer communication

- Develops and implements innovative nutrition education programs that will contribute to dairy product consumption through a healthy diet.
- Develops and implements programs in schools that will encourage milk consumption and healthy eating among youth.
- Develops and implements a plan to grow the market for milk from British Columbia. This plan will address milk consumption trends, societal attitudes, demographics, consumer preferences, lifestyles, retail pricing and merchandising, substitute and competitive products, imported products, government policy, interprovincial issues and the public perception of the industry.
- Develops effective advertising, promotion and public relation initiatives as part of the marketing plan.
- Maintains effective communication programs and dialogue with consumers and dairy producers.
- Develops and implements initiatives to interact with the public and build on the marketing plan such as making sure that BCDA is represented at fairs and exhibitions, and implementing the Mobile Dairy Classroom program.

### 4. External relations

- Acts as the main contact for media on all public issues concerning the BC dairy industry.
- Maintains current knowledge of any government policies or regulations that could affect the dairy industry and consults with the Board as appropriate.
- Maintains excellent relations with all industry partners that have a mandate to further the interests of the BC dairy industry including: Dairy Farmers of Canada, BC Milk Marketing Board, BC Agriculture Council, Western Dairy Council and dairy organizations in other provinces.
- Develops and maintains a good rapport and working relationships with provincial and federal government officials and politicians, agricultural organizations, the media and other interest groups.
- Organizes the annual Dairy Industry Conference and BCDA annual general meeting
- Develops and implements issues management programs and protocols.

### 5. Producer relations

- Ensures that all producers (members) are kept informed of issues and policies that may affect them through periodic newsletters and electronic mail.
- Ensures that the staff is knowledgeable and current on industry issues related to production, regulations and public policy.
- Manages the implementation of the proAction program.
- Manages the associations investment in dairy research.
- Manages the dairy apprenticeship program.
- Ensures that producers are informed of animal welfare, environmental, and transportation guidelines and other regulations.

## 6. Travel

- Incumbent may be required to travel up to 50 business days per year as well as attend evening meetings.

## Who Should Apply?

BCDA is seeking a capable, enthusiastic, talented leader with the skills, passion, and energy to fulfill our Mission. Specifically, the ideal candidate will offer most or all of the following attributes:

- Minimum 5 years in a management role with experience leading a team.
- Proven track record of working collaboratively either directly or indirectly with a Board of Directors to achieve the mandate and broad strategic direction of an Association.
- Exceptional communication and listening skills.
- Strong relationship management skills and an ability to engage and work effectively with a wide range of industry stakeholder groups and cultures.
- A systems-minded leader capable of ensuring operational excellence across BCDA's finance, facilities, policy, communications, and marketing/nutrition education functions.
- Experience or a strong interest in Marketing, Public Relations, and Communications.
- Working knowledge of basic Financial, Human Resources, and Project Management functions.
- An individual who understands and values the important role that policy plays in advancing the needs of dairy producers.
- A leader who empowers, motivates, and mentors staff and promotes teamwork and accountability among his/her team.
- Dynamic forward thinker.
- Confident public speaker.
- Defender of the supply management system.
- An individual with integrity, honor, and character and who leads by example.

The successful candidate could be an individual looking to take the next step forward in advancing their career. While an agricultural background is not required, candidates should have a keen interest in agricultural or commodity groups and their unique requirements.

## Application Requirements and Search Process

Candidates should submit a cover letter and current resume in PDF format to [jobs@bcdairy.ca](mailto:jobs@bcdairy.ca) no later than June 19, 2019.

Thank you for your interest in BC Dairy Association!