

# **CHICKEN FARMERS OF CANADA**

## **JOB DESCRIPTION**

**POSITION:** Communication and Policy Coordinator – 12 month term

**UNIT:** Food Safety, Animal Care and Research

The position of Communication and Policy Coordinator at Chicken Farmers of Canada focusses on producer communication/education, public communication and policy development for the areas of Animal Health, Antimicrobial Use, Food Safety, Animal Disease Preparedness, Biosecurity, Research, Animal Care, Environment and Traceability.

The position, located in Ottawa, reports to the National Program Manager and will work closely with the staff of the Food Safety, Animal Care and Research Unit as well as collaborating with the Communications unit.

### **Education, Competencies and Experience**

The Communication and Policy Coordinator must have strong leadership skills with demonstrated self-initiative and excellent interpersonal skills. The successful candidate will possess strong written and communication skills, with the ability to summarize information to communicate with various audiences.

- University or college level degree with a specialization in agriculture.
- Fluency in both official languages is an asset.
- Will have a good knowledge of the Canadian agriculture industry, with knowledge and experience in the chicken industry (an asset).
- Will have strong writing skills, and previous experience in a communications role is an asset
- Will be computer proficient and be able to use Word, Excel and Outlook programs.
- Must have a valid driver's license and be willing to travel.

### **Key Responsibilities**

#### Overall:

- Work in a team environment to proactively communicate to farmers and the public about initiatives and successes related to Animal Health, Antimicrobial Use, Food Safety, Animal Disease, Biosecurity, Research, Animal Care, Environment and Traceability
- Identify communication opportunities to proactively develop solutions for the industry
- Liaise with farmers, provincial boards, and other commodity groups and government
- Research and write summaries related to programs and projects
- Represent CFC at various industry and government meetings, workshops and other events
- Prepare reports and make presentations to the CFC Production Committee and CFC Directors in order to meet the organizations' strategic objectives

Specifically:

- Farmer Communications
  - Actively develop communication material and presentations for farmers relative to initiatives and successes related to the work of the Food Safety, Animal Care and Research unit
  - Give presentations to farmers and stakeholders at various meetings
  - Develop articles for Chicken Farmers of Canada's newsletter
  - Develop new ways to communicate with farmers
- Public and stakeholder Communications
  - Collaborate with the Communications unit on developing responses on emerging issues
  - Develop content for CFC's external websites
- Antimicrobial Use and Resistance
  - Collaborate with the National Program Manager to accomplish the objectives of the industry antimicrobial use reduction strategy
  - Develop farmer education material
  - Give presentations to industry groups
- Life Cycle Assessment
  - Manage CFC's environmental and social life cycle assessment project
  - Coordinate with farmers, provincial boards, industry stakeholders (e.g. processors, hatcheries, feed mills etc.) and CFC's life cycle assessment service provider to complete the project
  - Develop communication tools to communicate the results of the life cycle assessment.
- National Farmed Animal Health and Welfare Council
  - Act as the staff liaison for the CFC representative to the Council
  - Help CFC's representative prepare for Council meetings
  - Attend meetings and conference calls of the Council
  - Liaise with the National Poultry Group and coordinate regular conference calls with the National Poultry Group to communicate Council initiatives and obtain input
- Traceability
  - Act as the staff liaison for traceability initiatives and represent CFC on the Industry-Government Advisory Committee (IGAC) for traceability
  - Collaborate with industry partners to ensure a continuous traceability system through the farm-to-fork continuum

Carry out all other duties as assigned by the National Program Manager and/or the Executive Director.

### **Travel**

Travel within Canada is required. Travel will be intermittent through the year, with most trips lasting 2-3 days on average.

### **Closing date to apply is May 1, 2017**

Chicken Farmers of Canada (CFC) encourages applications from all qualified candidates. Please contact Lisa Riopelle if you need accommodation at any stage of the application process.