

CHICKEN FARMERS OF CANADA

JOB DESCRIPTION

POSITION: Communication and Policy Officer – 18 month term

UNIT: Food Safety and Animal Health

The Communication and Policy Officer position focuses on producer communication/ education and public communication and policy development for the areas of animal health, antimicrobial use, food safety, animal disease preparedness, research, animal care, and sustainability/environment.

The position, located in Ottawa, reports to the Director of Food Safety and Animal Health and works closely with the staff of the Animal Care and Sustainability unit as well as collaborating with the Communications unit.

Additionally, the Communication and Policy Officer will assist the Food Safety and Animal Health, and Animal Care and Sustainability units in meeting their objectives and annual action plans where required.

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 preparedness, research, animal care, and sustainability/ environment
- Collaborate with provincial boards and industry partners on communication initiatives to further Chicken Farmers of Canada's (CFC) action plans
- 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/ education material and presentations for farmers relative to initiatives and successes related to the work of the Food Safety and Animal Health, and Animal Care and Sustainability units
 - Develop articles for the Chicken Farmer (2-3 per newsletter)
 - Develop new ways to communicate with farmers (e.g. AMU strategy)
 - Coordinate training with provincial boards

- **Public Communications**
 - Coordinate national responses on emerging issues
 - Manage and update content on letstalkchicken.ca, as well as content on CFC's other websites related to food safety, animal care, and sustainability
 - Transparency/social licence: coordinating meetings and content development related to the animal care program, pathogen reduction and CFC's sustainability strategy
- **Antimicrobial Use and Resistance**
 - Collaborate with the Director of Food Safety and Animal Health to accomplish the objectives of the industry AMU strategy
 - Develop farmer and consumer education material
- **National Farmed Animal Health and Welfare Council**
 - Act as the staff liaison, attending meetings and working with the CFC representative to the Council
- **Environment and Sustainability**
 - Determine the opportunity for environmental education/communication/programming to farmers/the chicken sector
 - Develop opportunities to communicate the overall environmental and sustainability performance of the chicken industry

Education, Competencies and Experience

The Communication and Policy Officer 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 (Travel within Canada is required and will be intermittent through the year, with most trips lasting 2-3 days on average).

Carries out all other duties as assigned by the Director of Food Safety and Animal Health and/or the Executive Director.

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.