



**CANADIAN  
CATTLEMEN'S  
ASSOCIATION**

National Voice Of Cattle Producers

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Calgary, AB T2E 7H7  
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1101, 350 Sparks Street  
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**Job opportunity** – The Public and Stakeholder Engagement program, initiated in 2015 to increase public confidence, and enhance the credibility, reputation, and trust in the Canadian beef industry, seeks a Stakeholder Engagement Specialist. This is a full-time role based out of the Canadian Cattlemen's Association (CCA) office in Calgary, AB.

The Public and Stakeholder Engagement program was developed under the [National Beef Strategy's](#) 'Connectivity Pillar,' to address consumer concerns, public trust issues, and ensure Canada's beef industry has the tools to communicate effectively and proactively with the public on how beef is raised in Canada.

The goals of the stakeholder engagement program are:

- To increase public confidence, and enhance the credibility, reputation, and trust in the Canadian beef industry, thereby increasing overall demand for beef in Canada and long-term sustainability for beef producers, and
- To develop stronger relationships and greater connectivity among industry partners and organizations to manage public trust issues more efficiently and effectively.

Operating within the Stakeholder Engagement Management Strategy and Business Plan, the success of the stakeholder engagement program is dependent on collaborating and working with industry and stakeholder groups to gather and share information, coordinate messaging, develop resources, and manage activities to proactively increase positive public perceptions of Canada's beef industry and how beef is raised.

The Stakeholder Engagement Specialist role, along with the Public and Stakeholder Engagement program, is administered through the CCA in partnership with Canada Beef, industry's marketing arm, and funded through the Canadian Beef Cattle Check-Off.

### **Role and responsibilities of the Stakeholder Engagement Specialist**

The primary responsibility of the Stakeholder Engagement Specialist is to support the stakeholder engagement team in delivering the business plan core activities. The core activities require innovative strategies in communications to build public trust. The role requires identifying and activating leading edge strategies that reach various audiences identified through our public research channels.

**Responsibilities** will include (but are not limited to):

- Support the effective delivery of the Stakeholder Engagement Management Strategy and Business Plan which includes performance metrics
- Establish and support the stakeholder engagement program Media Advisory group
- Manage the set up and delivery of the national social media content sharing project
- Support the stakeholder engagement communications strategy
- Work directly with CCA and Canada Beef staff as well as communications consultants to develop issue specific responses, recommended key messages, response plans, and consumer communications materials
- Activate the creation of a repository of experts, made up of contacts/organizations willing to work along with the stakeholder engagement program in the delivery of credible resources and other collaboration opportunities
- Manage and report on key projects for building public trust
- Media content creation and updates
- Analyze key public trust metrics and modify strategy as needed
- Conduct select media interviews
- Make presentations, speak on public trust issues, engage in public forums



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## Experience

- Undergraduate degree in Commerce, Agriculture, Communications or related degree; Graduate degree an asset.
- Seeking an individual with strong problem-solving and communications skills
- Broad perspective on emerging communications technologies
- Must have managerial and/or project management experience
- Strong communications skills, both verbal and written. Experience in developing presentations and public speaking is essential
- Media training considered an asset
- Must be comfortable working with a variety of stakeholders, including industry, government, academia, media, non-government organizations and consumers
- Knowledge of the Canadian beef industry
- Experience on boards, councils, advisory committees considered an asset

## Qualifications

- Applicants must have post-secondary education
- Ability to work independently with a strong self-motivation work ethic
- Excellent time and project management skills, and the ability to manage multiple files in parallel
- Strong public speaking abilities
- A cattle and beef industry background
- Ability to work collaboratively with others
- Problem solving skills and solutions-oriented methodologies
- Proficiency in Microsoft Word, Outlook and PowerPoint
- Human resource management

## Working Conditions

**Location:** Calgary office preferable, remote office will be considered

**Status:** Full Time

**Office hours:** Regular business hours, Monday through Friday.

**Travel:** Travel is required.

**Compensation:** TBD

Please send resume and cover letter to Public and Stakeholder Engagement Manager Jill Harvie at [harviej@cattle.ca](mailto:harviej@cattle.ca) no later than March 25, 2019.