

The Canadian Beef Industry Conference (CBIC) is a collaboration of the national beef industry groups including the Canadian Cattle Association, Canadian Beef Breeds Council, Canada Beef, National Cattle Feeders Association, and the Beef Cattle Research Council. The CBIC organization is responsible for planning and executing the annual Canadian Beef Industry Conference event. Our goal is to create a gathering place to learn, network, and collaborate with speaker sessions, industry meetings, workshops, and social events that engage primary producers, value chain participants, service providers, government, researchers, and a broad array of industry stakeholders.

We are looking for an Executive Director to lead the CBIC. The Executive Director is responsible for planning and executing the Canadian Beef industry Conference. Reporting to the CBIC board, which is made up of representatives of the member organizations, the Executive Director manages the operations and execution of CBIC in collaboration with the volunteer Event Operations Committee.

Responsibilities of the Director include, but are not limited to:

- Coordinate and be the staff resource, working primarily with the Board and Event Operations Committee, including planning and execution of the annual conference and trade show and CBIC organization management.
- Be the lead contact person for the CBIC organization as well as each annual conference.
- Establish relationships with event venues and vendors and the provincial hosting organization.
- Develop the scope of the event for current and future years (2-3 years) including dates, locations, program theme and schedule; preparing detailed plans and timelines and ensuring they are delivered upon.
- Oversee the volunteer Event Operations Committee including managing membership appointments to facilitate succession planning and continuity.
- Report on a regular basis to the Board and Executive of the Event Operations Committee.
- Coordinate regular meetings of the Board and Event Operations Committee and various subcommittees; delivering and/or assisting on action items as directed.
- Coordinate and manage official communications of CBIC.
- Coordinate and be the liaison with the partners and additional industry organizations in booking for their annual meetings, sessions etc.
- Undertake or assist with outreach and relationship building efforts with beef industry stakeholders including conference speakers, sponsors, and other participants, and represent the CBIC in a manner befitting the highest levels of professionalism externally.
- Lead the sponsor retention and recruitment efforts including securing multi-year commitments from selected sponsors.
- Coordinate and/or oversee the marketing, planning, and logistics of the tradeshow
- Manage the CBIC website, social media, eblasts and other communication/registration tools (i.e. CVENT) including the development of a marketing and promotion plan.

- Ensure a high level of administrative professionalism in the organization, including the management of finances, ensuring timely and accurate reporting to Board.
- Prepare, in conjunction with the Executive, a report following each conference for the Partners and other stakeholders as appropriate.
- Develop and manage the budget for CBIC on a yearly basis. Ensure the event and committees stay within guidelines and provide periodic accounting reports to the Board with the support of the Canadian Cattle Association accounting team.
- Hire and manage additional contractors (ex. Sponsorship, administration etc.) as needed and approved by the Board.

Operational Excellence

- Ability to plan and deliver a superior event, with an exceptional attention to detail and strong planning, creative and marketing skills
- Being an excellent communicator and relationship builder; providing a high level of responsiveness to the board, operations committee, conference stakeholders and sponsors
- Ability to work with a Board of Directors and manage a diverse budget with direct accountability for delivery of a sustainable event

Experience and Qualifications

- 3-5 years of event planning and delivery
- Experience with trade show delivery an asset
- Experience in agriculture, particularly the beef industry, an asset
- Significant experience with sponsorship program planning including recruitment and retention strategies
- Experience with budget development, management, and reporting skills
- Strong organizational, time management, and prioritizing skills
- Ability to work with a Board of Directors and multiple committees
- Excellent oral, written and interpersonal communication skills
- Website, graphics, and content development experience an asset
- Strong problem solving and decision-making skills
- Excellent oral, written and interpersonal communication skills

Contract Details

This is a contract position with a minimum one (1) year term. Hours are flexible but you must be able to deliver on all aspects of the CBIC operations and conference delivery, which is estimated to be a full-time equivalent position.

The conference is currently held annually, with the next event scheduled for August 14-17, 2023, in Calgary, Alberta and the following conference planned for August 2024 in Regina, Saskatchewan. A one-

year renewable contract term is proposed, with annual renewal negotiated each fall.

Part-time contract support personnel may be hired directly by the CBIC or sub-contracted by the successful candidate but must fit within the budget operational plan approved by the Board.

Contract Rate: Is negotiable and dependent on qualifications and experience and proposed approach to operational delivery.

Location: Remote working locations allowed. Being located within driving distance from Calgary is preferred but not required.

Travel: The conference is located at different locations throughout Canada, so travel is required to both plan and deliver the event.

Please send your resume and cover letter to:

Andrea Brocklebank, Board Chair
Canadian Beef Industry Conference
Email: brocklebanka@cattle.ca

We thank all applicants for their interest. All applications will be reviewed to determine which candidates' qualifications most closely match the advertised requirements. Only individuals selected for interviews will be contacted.