



December 2023

Communications Manager

Location: Calgary

The **Canadian Cattle Association (CCA)** is the national voice of Canada's 60,000 beef producers. Founded by producers and led by a producer-elected Board, CCA works to address issues of concern to Canada's beef farmers, ranchers and feeders.

Position Overview

The Communications Manager is essential in helping achieve CCA's mandate of advancing an economic, environmental, and socially sustainable Canadian Beef Industry. This internal and external communications role is an exciting opportunity for the right candidate to drive how CCA communicates and to lead adapting and implementing new communication channels, tools, and technologies. In addition to leading the development and implementation of the strategic communication plan, this person will work alongside all departments, divisions, and provincial members to ensure consistent messaging on CCA policy and advocacy positions. CCA communications also includes the value and purpose of CCA to all stakeholders.

Key Responsibilities

Communications and Media

- Lead the development of consistent messaging across the organization to promote CCA's priorities
- Lead the development of internal and external content, such as industry briefings, fact sheets, position papers, marketing materials, press releases, and digital resources for dissemination across various platforms
- Lead the CCA's media and other communications partner relationships, including preparing and distributing releases and statements, responding to media enquiries, and preparing CCA spokespeople for interviews
- Maintain an active role in the National Communications Managers Meetings working collaboratively with provincial cattle associations' staff
- Lead and manage the CCA's media presence including statements, quotes, references, and stories
- Write, proof-read, and edit content for a wide variety of written and presentation material
- Measure the effectiveness of communications efforts and recommend improvements
- Research emerging trends, best practices, and opportunities in the field of communications with the goal of improvement
- Write and distribute Action News, President's Reports, Annual Reports, Semi-Annual Reports, and content for provincial member AGMs, website content, and oversee CCA's social platforms and other channels
- Write scripts and presentations for public engagement and speaking events for the Executive Leadership team
- Manage and maintain the CCA's Crisis Communication Plan and assist in coordination during an emergency event and act as a point-person and resource for industry issues

Policy / Government Relations

- Support the advancement of policy positions that benefit the Canadian beef cattle industry

- Support the development and execution of industry events and work in close partnership with provincial and associated members

Business Planning and Leadership

- Manage the department's annual budget, ensuring results, accountability and value for dollars spent
- Build and maintain relationships with key partners including: provincial communication managers, committees and Board; government employees and officials; and strategic stakeholders
- Develop and manage the communications strategy for CCA

Qualifications

- Five to eight years' experience in communications with a track record of creating innovative communications plans and strategies that employ measurable tools and tactics
- Post-secondary education in Communications, Public Relations, Journalism, or related degree/diploma
- Strong media relations experience
- Proven experience in social media campaigns and influencer marketing
- Excellent spoken and interpersonal communication skills, with attention to detail and accuracy
- Exceptional interpersonal and relationship-building skills, both internally and externally
- Experience in a non-profit organization considered an asset
- Ability to develop and enhance strong communications standards, workflows, and branding guidelines while disseminating content across multiple mediums, including social media, newsletters, and more
- Independent thinking with openness and excitement for new ideas; passion for team environment and working with multiple colleagues on different projects at the same time
- An entrepreneurial spirit that thrives in a changing, fast-paced, high-performing world-class organization
- Familiarity with the cattle industry is considered a strong asset
- Ability to communicate fluently in both English and French considered an asset

Working Conditions

Location: Calgary office

Status: Full-time

Office hours: Regular business hours, Monday through Friday

Travel: Some travel required

Compensation: CCA offers a competitive compensation and benefits package and flexible working conditions conducive to the performance requirements

Physical requirements: Minimal physical requirements

Direct reports: No direct reports (currently)

Reports to: General Manager

Please send your resume and cover letter to:

Ryder Lee

General Manager

Canadian Cattle Association

180, 6815-8th Street NE

Calgary, AB T2E 7H7

Email: ryder@cattle.ca

Canadian Cattle Association is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind: CCA is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at CCA are based on business needs, job requirements and individual qualifications, without regard to race, colour, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations in Canada.