



Investment Agriculture Foundation of BC Manager of Communications & Stakeholder Relations Job Description

POSITION TITLE: Manager of Communications & Stakeholder Relations

Employment Conditions

REPORTS TO: Executive Director

LOCATION: Victoria, BC

STATUS: Temporary Full-time Position. 18 month position with likelihood of extension.

HOURS: 37.5 Hours per week

SALARY RANGE: up to \$75,000 per annum. IAF is pleased to offer a comprehensive benefits package.

START DATE: January 21, 2019 or sooner

SPECIAL REQUIREMENTS: Travel domestically overnight within B.C. (expenses covered by IAF), current Driver's License, willingness to work overtime.

About IAF

The Investment Agriculture Foundation of BC (IAF) is an industry-led, not-for-profit organization representing the agriculture, food processing, farm supply and post farm gate sectors across British Columbia. Since 1996, we have worked with our industry partners and funders to invest in projects that enhance the competitiveness, profitability and sustainability of BC agriculture and agri-food

Purpose

To ensure the production of professional, timely and cost-effective communications products and services in support of IAF's program initiatives and to raise stakeholder awareness of its activities and investments. This position supports IAF in its mission to foster development of the agri-industry, contributes to positive relationships with stakeholders, ensures appropriate recognition of funding partners, and provides strategic and day-to-day communication expertise to IAF staff and board.

Key Responsibilities

- Overseeing Communications & Stakeholder Relations Team
- Evaluating, developing and executing Communication Strategy; providing oversight monitoring and corrective direction to ensure the Strategy is effectively implemented with changing environment or priorities.
- Planning, directing, and coordinating communication activities including: reports, newsletters, news releases, website management, and more.

- Acting as Board Communications and Stakeholder Engagement Committee liaison; providing advice and expertise and reporting on goals and outcomes.
- Working with agri-sector stakeholders to raise the profile of IAF; building and nurturing close, effective planning and working relationships.
- Assessing communications requirements and recommendations for IAF delivered programs and initiatives, formulating and presenting recommendations to IAF management and funding partners.
- Working with funding partners to develop and maintain Funding Acknowledgement Guidelines and approvals process.
- Providing leadership, assistance and expertise to industry partners (clients) executing Funding Acknowledgement Guidelines.
- Responsible for development and management of communication budgets.
- Developing and managing advertising campaigns.
- Building brand awareness and positioning.
- Supporting program and lead generation efforts.
- Coordinating communication projects from start to finish.
- Organizing and represent IAF at trade shows and events.
- Overseeing and executing social media marketing strategy and content marketing.
- Establishing and maintaining professional working relationship with media, both traditional and digital and monitoring IAF in the media.

Key Qualifications

KNOWLEDGE REQUIREMENTS

- Knowledge of BC agriculture and agri-food and seafood sector is an asset.

SKILL REQUIREMENTS

- Excellent English writing, oral and presentation skills
- Ability to process, interpret and administer written policy and guidelines to ensure compliance and eligibility of applicants
- Proficient computer skills including MS Office Suite.
- Proficiency in Adobe Suite an asset.
- Some database experience – Microsoft dynamics
- Excellent attention to detail, accuracy, timeliness and follow-up
- Engaged collaboration with team members, allied agencies and others as needed
- Ability to work in a fast-paced environment
- Team player to eager to learn and support a new business line

EXPERIENCE

- Minimum of 3 to 4 years of relevant experience.
- Experience as a manager in a communications work setting.
- Experience in managing or working with government funded programs.

EDUCATION

- Post-secondary degree in communications, public relations, journalism or similar. An equivalent combination of work experience, education and training may be considered.

Application

If you are interested in applying for this position, please submit your resume and a covering letter explaining your interest and what you would seek to accomplish in the role.

DUE: Friday, November 16, 2018

FORMAT: PDF

SEND TO: info@iafbc.ca

We thank all applicants for their interest. Only those selected for an interview will be contacted.