



**Alberta Cattle Feeders' Association (ACFA) is looking for a Communications Manager**

**Salary:** Flexible range based on experience plus benefits package

**Location:** #6, 11010 – 46<sup>th</sup> Street SE, Calgary Alberta  
Flexibility with in-person/work from home options-

**Alberta Cattle Feeders' Association:**

The ACFA works to represent the interests of our voluntary cattle feeder members on a broad range of government policies and economic issues impacting the competitiveness of the production of beef and beef products in Alberta. Our strategic priorities include:

- Advocacy - Influence public policy and the regulatory regime to enhance the competitiveness of the cattle feeding sector in Alberta
- Member Value - Build voluntary ACFA membership by delivering value to producers and industry alike
- Partnership and Collaboration - Collaborate and partner with stakeholders to strengthen the Alberta and Canadian beef industry

**Job Summary:**

The Communications Manager is a full-time role with the overall responsibility to develop and manage the internal and external communications strategies for both the ACFA and the National Cattle Feeders' Association (NCFA). The manager reports directly to the President & CEO.

The candidate will have excellent interpersonal and communication skills with the ability to multitask and adapt in a fast-paced environment; be creative, forward thinking and a team player. To ensure success, candidates should be innovative, organized, and self-motivated with a keen interest in driving strategic messages to key internal and external stakeholders.

**Key Roles & Responsibilities:**

The main roles and responsibilities include the management and execution of:

1. ACFA and NCFA Websites and social media platforms
  - a. Management of websites including written, video and infographic content development, daily up-keep, and oversight of designers and consultants
  - b. Day to day management of all social media platforms including content development; posting and response
2. Issues management and media relations
  - a. Work with ACFA / NCFA staff, directors, and consultants to research, write and edit news releases, reports and key messages with regards to current issues



- b. Build and maintain relationships with journalists and key external role-players
  - c. Liaise with media and staff, directors and producers for media requests
- 3. Resource development (annual reports / member outreach / special reports)
  - a. Work with ACFA / NCFA staff, directors, and consultants to research, write and edit communications resources including member's updates, Ringsides, annual & mid-year reports, presentations, articles, etc.
  - b. Manage communications initiatives (written, social and video) for special reports
  - c. Supervise consultants / contracts for video production, digital communications, photographers, graphic design, etc.
- 4. Events marketing
  - a. In coordination with the Events Manager, manage the development and promotion of ACFA events including the Alberta Beef Industry Conference (ABIC) and other ACFA events (AGM, golf tournament, tours, etc.)
  - b. Develop and manage communications resources for events including speech writing, presentations, social promotion, media management, website updates, promotional videos, etc.
- 5. Partnership / collaboration communications
  - a. Work with other organization's communications committees to provide the cattle feeders key messages; articles, joint news releases; events, etc.

#### **Technical Proficiencies/Qualifications**

- ✓ Formal education in public relations and communications with a degree or diploma plus 5 - 10 years' experience in the industry
- ✓ Strong written and verbal communication skills including applied writing for different audiences, technical writing, copy and style editing, and proofreading
- ✓ Strong social media skills in various platforms including Facebook, Instagram; Twitter, Vimeo, etc.
- ✓ Experience / education in graphic design, digital publishing – beneficial
- ✓ A solid understanding of non-profit and corporate communications/public relations, media relations, industry relations, internal/ external relations and stakeholder relations
- ✓ A background in agriculture, particularly livestock - beneficial
- ✓ An understanding of political processes, policy and protocol at the federal, provincial, and municipal levels - beneficial