



Chicken Farmers of Canada

Job Description

Position: Communications Officer

Reports to: Director, Public Affairs and Communications

Date Reviewed: August 2024

Position Overview

Chicken Farmers of Canada is an organization driven by being the trusted, preferred, and sustainable choice for Canadian Chicken. Our farmers are proud to raise the high-quality, safe chicken Canadians can trust. Sustainability, industry growth, and trust is in our DNA.

Chicken Farmers of Canada's Communications Officer will lead the implementation of the corporate communications strategy, while supporting other business units. This position will support all internal and external communication activities while ensuring that messaging is consistent across all communication outlets.

Responsibilities

- Provide communications services and support to all internal stakeholders that includes but is not limited to writing speeches, employee and farmer communications, correspondence, press releases, media lines, briefing notes, fact sheets, etc. that support CFC's mission and initiatives
- Develop, create, and deliver a monthly farmer newsletter and a bi-monthly stakeholder newsletter
- Write and manage content for chickenfarmers.ca website
- Lead the development of the annual report, including content creation, editing, and working with the lead graphic designer
- Assist in media relations and monitoring various outlets, including social media, on any news or events that would have a direct impact on Chicken Farmers of Canada and the Canadian chicken sector
- Respond to media inquiries, including the development of press releases, media kits, briefing notes, and background information
- Work with local and agriculture media to pitch ideas and content about Canadian chicken farmers and the Canadian chicken sector, including regular campaigns
- Support the planning and implementation of various corporate events and partner activations
- Assist with other meetings, conferences, and trade shows as required
- Facilitate a consistent approach to risk management to support governance, innovation, policy development

- Management of CFC's risk management and contingency management documents; work with leadership to ensure policies and processes are in place
- Support the Director, Public Affairs and Communications in the development of corporate communication strategies, provide feedback on effectiveness of strategies and any realignment necessary to achieve overall corporate goals
- All other duties assigned by the Director, Public Affairs and Communications and Chief Executive Officer.

Knowledge, Skills & Abilities

- Completion of post secondary education in communications, marketing, journalism, or another relevant area of study
- 5-7 relevant years experience
- Experience in crisis communications planning
- Superior written and verbal communication skills
- High attention to detail
- Customer-service oriented to support staff in the development of any written communication requirements
- Strong analytical and problem-solving skills
- Well organized and able to develop work plans and engage resources to ensure deadlines are achieved
- Excellent computer skills and overall tech-savviness. Knowledge and experience working with WordPress, SharePoint, Mailchimp, and media monitoring, social media and other platforms required.
- Bilingual in English and French essential