



Job Title: Director of Communications

Reports To: Executive Director

Job Purpose

Reporting to the Executive Director, the Director of Communications will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate CFA's mission and objectives. The Director of Communications will ensure that CFA is viewed as the primary source, disseminator, and conduit of information within its diverse network and constituent base.

The Director of Communications will work closely with a senior staff within the organization as the communications partner on a variety of strategic initiatives.

Duties and Responsibilities

- Develop communications strategies and campaigns to address emerging issues or advocacy goals
- Give presentations and reports to the CFA Board of Directors on primary matters related to communications and issues management
- Collaborates with Executive Director and Policy Analysts to develop key messages
- Preparing strategies for reaching a range of target audiences
- Managing the development of support materials (ie brochures, commentaries) through all stages, from writing text to layout to contracting of printing services.
- Support and coordinate government relations with other members of CFA staff

Providing support to CFA member organizations by:

- Responding to inquiries and requests for information or support materials such as information documents or articles for member newsletters
- Research, writing and disseminating CFA documents such as newsletters or meeting documents to member organizations.
- Coordinating with communications staff in member organizations

Managing media relations

- Design proactive media strategies to achieve objectives in advance of key events
- Arrange all aspects for news conferences and other media events, as required
- Answer inquiries from journalists
- Set up interviews for journalists with CFA representatives and, where necessary, briefing the CFA representatives in preparation for the interview

- Write and disseminate materials such as media releases to journalists
- Research and maintain a current contact list of key journalists and media outlets
- Monitor media coverage– mainstream and farm press – and recommending responses to articles where necessary
- Supervise the regular development of CFA’s Media Highlights e-newsletter

Monitoring the political environment

- Track ongoing and emerging issues in the federal government
- Follow legislation before Parliament
- Maintain an awareness of key persons in government – ie Cabinet Ministers, Members of Parliament, and political staff
- Liaise with CFA policy staff to ensure Government Relations activities and contact lists are current and responsive

Writing, editing and disseminating regular communications products, including:

- News releases, media notices etc.
- Weekly CFA in Action
- Editorials/commentaries
- Social media content:
- Oversee update of CFA Policy Manual with assistance of Policy Analysts and support staff

Maintain the CFA website

- Ensuring content on the CFA web site is up-to-date and adding new content as necessary
- Research and Coordinate service contracts with external developers and suppliers

Managing staff:

- Responsible for the day-to-day direction and supervision of the part-time Communications Officer.
- Supervise the communications-related tasks of temporary contractors or students

Supporting for Policy Team

- Providing writing, editing, graphics and desktop publishing support to Policy Analysts in the development of documents
- Offering strategic advice on messaging and the targeting of materials to key audiences
- Assisting with preparatory tasks for CFA Annual Meeting and quarterly board meetings, and other tasks during those meetings such as taking minutes

Qualifications and Competencies:

- Bachelor’s degree in journalism, communications and public relations, or political science, or equivalent work in a related field
- Superior diplomacy, tact, and ability to handle politically sensitive issues
- Good strategic sense

- Ability to multitask
- Ability to work to tight deadlines
- Ability to accept criticism constructively
- Knowledge of best practices in communications and media relations
- Familiarity with Canadian mainstream and farm media
- Knowledge and understanding of Canada's parliamentary system and legislative process
- Superior written ability in at least one official language, and at least moderate ability in the second
- Functional ability with graphic design and publishing software (Adobe Creative Suite)
- Knowledge of the publications process – knowledge of contracting for printing services
- Strong experience with electronic communications – email marketing and web sites.
- Practical experience with using email marketing software (Constant Contact or Mail Chimp) and WordPress.

Language requirements:

- Conversational ability in both official languages; full bilingualism preferred