



**TERM COMMUNICATIONS OPPORTUNITY – (13 months)**  
**Winnipeg, Manitoba – Hybrid**

## **Communications Manager**

Based in Winnipeg, Manitoba, this exciting role will work with a diverse team of experts at the Canola Council of Canada (CCC) in developing and delivering effective and evolving communications that support the mission and vision of the CCC and the canola industry.

### **Our Organization**

A leading and influential voice in Canadian agriculture, the [Canola Council of Canada \(CCC\)](#) is an organization with over 50 years of driving growth in one of Canada's most successful agricultural sectors. Canola is the highest value crop grown in Canada, worth over \$10 billion to Canadian producers, contributing \$29.9 billion to the Canadian economy each year and leading the world's export supply. The CCC represents the full value chain of the canola industry including growers, life science companies, processors, and exporters. Invented in Canada, canola and its industry thrives on innovation, critical to its ongoing international competitiveness. Our shared goal is to ensure the industry's continued growth, demand, stability and success.

### **Our Culture**

CCC has a supportive work culture and offers a variety of benefits to its team members, including a compensation package with a comprehensive suite of benefits and significant development opportunities. CCC is fortunate to have a committed, experienced, talented and ambitious group of leaders. Together, the team works hard to advance the growth and profitability of the canola industry based on innovation, sustainability, resilience and the creation of superior value for a healthier world.

### **The Role**

This important position is unique, fast-paced and rewarding. The Communications Manager is primarily responsible for leading the management of key communications platforms to inform and engage CCC membership and other stakeholders in the Council's efforts to support industry objectives and respond to the challenges and opportunities ahead. The position will include significant interaction with the Crop Production & Innovation team located across Western Canada. Reporting to the Director, Communications, this position will work collaboratively with the CCC team, and with external parties assisting the CCC.

### **Primary Responsibilities**

- Manage the development and delivery of targeted communications campaigns focused on key agronomic issues to growers and industry.
- Lead the CCC social media strategy including content creation, scheduling, and monitoring feedback and responses.
- Lead role in delivering the annual Canadian Crops Convention event, including providing oversight for planning and execution.

- Oversee CCC member engagement, including identifying, implementing and monitoring targeted strategies that improve engagement and provide valuable information of importance to the canola industry.
- Assist the communications team in coordinating and delivering superior quality materials for all communications projects and activities.

### **Qualifications**

- Post-secondary education in a Communications / Journalism and/or Agriculture.
- Three to five years of experience in the field of communications or marketing.
- Experience in the development and execution of strategic communications plans or programs.
- Strong project management skills: ability to manage, organize and coordinate multiple projects, across internal teams and agencies/consultants.
- Excellent communication skills including strong writing and editing skills with ability to adapt complex information into understandable communication pieces.
- Experience with digital communications tools including MailChimp, video and social media platforms.
- Experience with Meltwater or other comparative media monitoring platform.
- Experience with event registration and application platforms.
- Strong planning, decision making and problem-solving skills.
- Knowledge of agriculture and/or canola industry would be an asset.

Salary commensurate with experience, qualifications and ability.

**Applications must be received by September 16, 2024.**

Apply, with cover letter and resume, to [HR resolve](#) via email: [patti.mckenzie@hr-resolve.ca](mailto:patti.mckenzie@hr-resolve.ca)

*Canola Council of Canada values and supports employment equity and workplace diversity and encourages all qualified individuals to apply.*

*We thank all candidates for their interest in this position;  
however, only those selected for further consideration will be contacted.*