



Join the Canola Council of Canada (CCC) and be part of a dynamic organization that has 50 years history 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. Currently we are seeking a:

COMMUNICATIONS COORDINATOR

Based in Winnipeg, Manitoba, this important role is a unique and exciting career opportunity for a highly motivated and creative professional. If you have strong experience in managing online content, analytics and graphic design, and a passion for communications, we want to hear from you. The Communications Coordinator is responsible for working with the CCC team in developing and delivering effective communications that support the mission and vision of the CCC and the canola industry.

Reporting to the Director, Communications, your primary responsibilities will be to:

- ❑ Act as the technical lead on CCC websites, analytics and domains.
- ❑ Provide graphic design and coordination, and technical support for the communications needs of the organization as required (social media content creation, ad design and scheduling, MailChimp e-newsletters, event materials, recording and editing presentations in Teams, PPT presentations, video conferencing platforms (Zoom, Teams), etc.).
- ❑ Work with internal and external resources to plan and coordinate the continued maintenance, improvement and promotion of the Canola Research Hub (an online platform that helps growers transform research findings into tangible on-farm practices).
- ❑ Develop communications tools that transfer agronomic research and best management practices to growers and industry, including providing creative input, design and technical support for webinars, presentations, graphics, agronomy guides and other digital tools.
- ❑ Daily media monitoring and strategically communicating news to CCC staff and members.

Qualifications include:

- ❑ A post-secondary education in a Communications related field.
- ❑ Strong skills in website design including HTML and WordPress.
- ❑ Strong skills in graphic design including InDesign, Photoshop and Illustrator.
- ❑ Experience with website analytics including SEO, Google Analytics 4, Google Data Studio and Google Search Console.
- ❑ Experience with MailChimp, video editing and social media platforms (Facebook, Twitter, YouTube); experience with video production would be an asset.
- ❑ Project management experience including planning, budget management, decision making and problem-solving skills.
- ❑ Excellent communication skills, including strong writing and presentation skills.
- ❑ Ability to manage, organize and coordinate multiple tasks, across internal teams and agencies/consultants.
- ❑ Knowledge of agriculture and/or canola industry would be an asset.



Applications must be received by April 17, 2023
Apply, to HR resolve at email: 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