



## POSITION DESCRIPTION

---

<b>Position:</b>	<b>Manager, Communications</b>
<b>Accountability:</b>	<b>Vice President, Market Development</b>
<b>Location:</b>	<b>Ottawa</b>
<b>Salary Range:</b>	<b>\$55,000 - \$67,000</b>

Based in Ottawa, Ontario, the Canadian Produce Marketing Association (CPMA) is a not-for-profit organization that represents companies that are active in the marketing of fresh fruits and fresh vegetables in Canada from the farm gate to the dinner plate.

CPMA is looking to recruit a knowledgeable and dynamic individual in the communications area.

### **Position Description**

Reporting to the Vice President, Market Development, the Manager, Communications will be responsible for supporting the communications, information and data efforts for CPMA.

### **Duties & Responsibilities**

- Develop, manage and execute CPMA's communications and media strategy to support the organization's strategic plan.
- Develop and implement regular member communications.
- Edit and proofread communications materials as required to ensure content is clear, consistent and easy to understand.
- Manage content for all CPMA websites.
- Content development for CPMA's social media platforms to increase brand awareness.
- Write and distribute media releases and respond to media inquiries.
- Plan and coordinate media outreach for CPMA events and activities.
- Source & compile materials to support organization's needs (consumption, case studies, trends, market data etc).
- Write and develop member friendly materials supporting research finding.
- Develop and maintain effective relationships with key internal and external stakeholders, including media and contractors.
- Source and compile statistical information to respond to stakeholder requests.
- As identified, manage external research projects on behalf of CPMA.
- Work with appropriate staff to manage and communicate national industry responses to current issues.
- Attend various conventions and meetings and give presentations on behalf of the Association where required.
- Prepare annual and semi-annual reports for the Board outlining issues and status.
- Support CPMA projects as requested.

**Education:**

- Bachelor's degree or equivalent experience in communications, media relations or journalism.

**Languages:**

- Fluently bilingual (English and French writing skills essential).

**Experience:**

- At least 5 years progressive communications experience.
- At least 3 years project management or file management experience.
- At least 3 years of experience managing external relationships including media, consumers and other professional associations.
- Experience working for a not-for-profit organization in a communications role would be considered an asset.

**Skills:**

- Exceptional verbal and written communications skills.
- Demonstrated ability to assess current priorities to ensure immediate needs are met and long-term strategies and plans are developed.
- Strong organizational skills.
- Outgoing, with excellent interpersonal skills and the ability to work collaboratively with many stakeholders.
- High level of professionalism and motivation with a demonstrated ability to thrive in a fast-paced, challenging and small team environment.
- Proficient in MS Office suite.

If you are interested in applying for the above position, please send your resume along with salary expectations to: [careers@cpma.ca](mailto:careers@cpma.ca).