



POSITION DESCRIPTION

Position: Director, Advocacy & Government Relations

Accountability: Vice President, Policy & Issue Management

Location: Ottawa

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 recruiting a professional, experienced individual to represent a dynamic industry in its advocacy and government relations efforts.

Position Description

Reporting to the Vice President, Policy & Issue Management, the Director, Advocacy & Government Relations position will be responsible for monitoring public policy and legislative developments relevant to the fresh produce industry, helping the association formulate positions on these issues, and helping develop and implement strategies to effectively convey these positions to key audiences. The Director will also develop materials to inform the CPMA community and other key stakeholders about regulatory requirements and best practices in key areas. The Director will work collaboratively with CPMA's advocacy committees, volunteer leaders, government stakeholders and other association staff.

Duties & Responsibilities

- Monitor and analyze public policy issues of impact to the produce industry including agriculture, health, taxation, transportation, finance, trade, customs and others as determined.
- Manage CPMA committees and task forces as required.
- Develop and manage budget appropriate to areas of responsibility.
- Develop positive relationships with government policy advisors and decision-makers to gain insights into policy direction and issues on the horizon.
- Identify opportunities for senior CPMA leadership to impart the views of the CPMA membership to key stakeholders (government, media, members, consumers).
- Draw on the expertise of members to develop submissions to government, briefing notes, position papers and action plans on policy issues.
- Prepare info bulletins, articles, and other communications materials about government and regulatory initiatives to help members stay up-to-date on regulatory requirements and best practices.



- Ensure that CPMA's website has current information on public policy and regulatory materials, and/or links to related resources.
- Prepare presentations and speaking notes to support CPMA outreach to its membership and relevant stakeholder audiences.
- Attend meetings and other events outside normal business hours as required.
- Participate in conferences and other events both nationally and internationally as required.
- Other duties as determined.

Education:

- University or college degree in political science or related field.

Languages:

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

Experience:

- 3-5 years of relevant experience in public policy issues management with the private or NFP sector and/or working in government or political roles.

Skills:

- Sound knowledge of government at the provincial and federal levels, and of current trends and developments in politics and public policy.
- Strong interpersonal and communications skills, including writing, editing and tailoring materials for a variety of audiences.
- Strong computer literacy, capability in Word and PowerPoint, knowledge of best practices in digital and social media.
- Strong knowledge of requirements of lobbyist registration legislation.
- Familiarity with key policy issues affecting the produce industry would be an asset.

If you are interested in applying for the above position, please send your resume along with salary expectations to:

Lee-Anne McDougall
LRO Staffing
613-566-7047 ext. 2
lmcdougall@lrostaffing.com

Closing date for accepting applications is November 1, 2019.

Only those candidates with the appropriate experience/qualifications and salary expectations will be contacted for an interview. Thank you in advance to everyone who considers applying.