



POSITION DESCRIPTION

Position:	Dietitian (One year contract)
Accountability:	Vice President, Market Development
Location:	Ottawa
Salary Range:	\$60,000 - \$74,000

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 to support our efforts to be the voice of the produce industry in Canada.

Position Description

Reporting to the Vice President, Market Development, the Dietitian position will be responsible for supporting the Association's programs, regulatory efforts, labelling review service and new programming to increase the consumption of fruit and vegetables in Canada. The role will also work to collaborate and liaison with internal and external partners to identify industry needs, community needs and development opportunities.

Duties & Responsibilities

- Develop strategies with the Vice President, Market Development for various targeted government ministries and programs (municipal, provincial, federal and regional industry groups where appropriate) in association with assigned files
- Provide the member service of reviewing member packaging to ensure they meet regulatory requirements for Canada
- Manage assigned files including: labeling, health, nutrition and other files as assigned
- Liaison with necessary government departments as required to address the areas within the Manager's responsibilities
- Be the Produce Champion in promoting all consumer programs to appropriate stakeholders (e.g. Half Your Plate, Freggie, etc)
- Support development of educational classes/programs, podcasts, webinars and food demonstrations
- Expand the CPMA Half Your Plate educational program/workshops for dietitians
- Partner with allied industries that support the promotion of fruit and vegetable consumption (i.e. stores, medical clinics, cooking schools, fitness centers etc.)
- Develop community outreach to promote CPMA programs to the community and health care sector
- Respond to consumer inquiries



Qualifications / Skills

- Registered Dietitian designation and membership with provincial College (in good standing)
- Experience in giving presentations and speaking to the public and industry about health and nutrition
- Able to work with a multi-dimensional industry, including traditional and non-traditional food system partners
- Team building skills and ability to build relationships with colleagues
- Experience with Federal regulatory review including nutrition labelling and packaging
- Experience in the food service, retail or food industry an asset
- Able to work flexible hours and travel
- Business acumen and sales/marketing experience is an asset

Languages

- Fluently bilingual

Experience

- Minimum 3 years' experience
- Excellent time management and organizational skills and able to work independently
- Minimum 3 years of experience managing external relationships including industry, consumers and other professional associations
- Experience working with government, public health, regulations and industry would be considered an asset

If you are interested in applying for the above position, please send your resume along with salary expectations to: careers@cpma.ca before February 15, 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.