



Dynamic, national, not-for-profit Ottawa-based agriculture association is seeking a  
**Communications Manager**

The Fruit and Vegetable Growers of Canada (FVGC) is an Ottawa-based voluntary, not-for-profit, national association that represents fruit and vegetable growers across Canada involved in the production of over 120 different types of crops on over 14,237 farms, with farm cash receipts of \$5.7 billion in 2020.

Since 1922, FVGC has advocated on important issues that impact Canada's horticultural sector, promoting healthy, safe and sustainable food, and ensuring the continued success and growth of our industry.

#### **ABOUT THE POSITION**

Want to expand your knowledge and skills in an exciting organization, while supporting Canada's fruit and vegetable growers?

The Fruit and Vegetable Growers of Canada is looking for someone who is passionate about communications and is interested in helping us telling the agriculture story in innovative and compelling ways.

The successful candidate will report directly to the Executive Director, and work closely with the FVGC management team. The candidate will demonstrate strategic thinking, exceptional written and oral communication skills in English and fluency in French, proven initiative in problem solving, and an ability to interact with Members, allied stakeholders and government officials.

Applicants should have strong abilities in work planning, as well as the ability to work independently while thriving in a collaborative environment.

This position provides broad industry and government exposure and will appeal to an individual who is seeking opportunities for personal and professional development and an increasing level of responsibility. Compensation and benefits commensurate with education and experience, within the range of \$68,000 to \$80,000. FVGC offers generous health, dental and wellness benefits.

Previous agriculture and association experience are an asset.

**Primary responsibilities include:**

- Compile weekly media report and member notes, draft monthly newsletter
- Plan and deliver effective social media campaigns across multiple channels.
- Work cross-functionally with all members of staff and other stakeholders to support all departments in their communications activities
- Write and edit a range of content, from op-eds, press releases, letters and articles
- Coordinate and prepare FVGC brand related collateral and support material
- Draft compelling presentations and infographics that help inform and advocate to policy makers, funders and other stakeholders
- Prepare and oversee communications in support of ongoing projects
- Provide strategic communications direction for activities related to the organisation's core functions to ensure members are informed and engaged
- Support policy and strategic government relations and provide direction, where needed
- Coordinate with contractors to deliver communications materials (including graphic design)
- Oversee the translation of all communications materials into French
- Manage and oversee all content on fvgc.ca
- Providing editorial support and strategic direction for FVGC's main print and digital publication, *Fresh Thinking*
- Planning and managing production of the Annual Report
- Support the annual meeting preparations including preparing written and designed materials, such as member communications, signage, and meeting materials; communicating with vendors and coordinating various third-party activities
- Support in planning events, as required

**Requirements**

- Undergraduate degree or master's degree in Communications, Marketing, PR, or related field
- 4 + years in a communications role, ideally with experience in agriculture
- Exceptional verbal and written communication skills in English and fluency in French
- Excellent interpersonal and organisational skills
- Ability to work independently with a demonstrated ability to prioritise tasks based on relative importance and urgency
- High attention to detail
- Highly developed follow-up skills
- Agile, with demonstrated ability to work in a fast-paced environment
- Experience in PR, or with organisational change/crisis communications
- Working knowledge of WordPress and website management software
- Direct experience working with MailChimp
- Familiarity with applying brand standards

**This career opportunity with FVGC offers:**

- Full-time position in Ottawa (long-distance remote work may be entertained)
- Hybrid work model
- Continued learning and knowledge sharing opportunities
- Collaborative working environment
- Working for one of Canada's top three in-house agriculture lobbyist organizations (2021)

**FVGC Covid-19 Vaccine Policy**

A successful candidate will be required to be fully vaccinated against COVID-19, including receiving any booster shot as recommend by Health Canada or Ontario Ministry of Health. FVGC will accommodate to the point of undue hardship those who are unable to get vaccinated for medical condition or sincerely held religious belief which prevents them from doing so and which is established to the satisfaction of FVGC.

**Diversity Statement**

Fruit and Vegetable Growers of Canada promotes the principles of diversity and inclusion in its hiring practices. We encourage applications from women, Indigenous peoples and persons of all races, ethnic origins, religions, abilities, sexual orientations, and gender identities and expressions. We also provide accommodation during all parts of the hiring process, upon request, to applicants with disabilities. If contacted to proceed to the selection process, please advise us if you require any accommodation.

**How to apply**

If you have the experience, skills, and drive to excel in this role and would like to join our team, **please provide your resume with a covering letter** to: [admin@fvgc.ca](mailto:admin@fvgc.ca). The position will be open until filled.

We look forward to hearing from you!

*We thank all applicants, however, only those selected for an interview will be contacted.*