



Manager, Communications

Fruit and Vegetable Growers of Canada (FVGC), a national Ottawa-based association, is seeking a dynamic and self-motivated individual to join our team as a full-time Manager, Communications.

Our ideal candidate is driven with an enthusiasm for supporting growers by contributing to the organization's communication on key issues impacting Canada's fruit and vegetable sector.

If you are passionate about communicating and influencing policy and regulations in the agriculture sector and being part of a dynamic team that interacts with growers, industry associations, government representatives, and other not-for-profits, you are encouraged to apply.

Position Summary

Reporting to the Executive Director, the **Manager, Communications** will be responsible for all issues requiring communication with Members, industry stakeholders, and the public, as well as supporting internal communications and brand management. Please note that this position has no staff management responsibilities.

Working with the Director, Government Relations, and the Manager, Policy and Regulatory Affairs and other FVGC staff to support clear, strategic, and timely communication that advances FVGC's advocacy priorities and strengthens engagement with Members and stakeholders.

Effective written communication and consensus-building skills, discretion, tact and professionalism are paramount in this role.

Primary Duties and Accountabilities

Strategic Communications

- Provides leadership in developing FVGC's communications strategy and priorities.
- Advises on and develops targeted communications for media, and industry audiences.
- Ensures consistent messaging, brand identity, and alignment with advocacy goals.
- Advises staff and leadership on communications opportunities and approaches.



Content Development & Publications

- Drafts, edits, and designs newsletters (i.e. *Member Notes*, *On Your Behalf*, *HortShorts*), reports, media releases and op-eds.
- Gathers policy and advocacy updates, statistics, and sector data from colleagues and members, and translates them into clear, compelling communications.
- Manages and updates FVGC's website and digital content.

Project & Special Initiatives Management

- Leads and coordinates major communications projects, including the Annual Report, AGM communications, advocacy campaigns, and other organizational priorities.
- Defines project scope, objectives, key messages, deliverables, and timelines in collaboration with staff and leadership.
- Brings together cross-functional teams to ensure alignment, clarity of roles, and timely execution.
- Manages the development of campaign materials such as infographics, digital content, presentations, and member communications.
- Provides communications products and advice in support of new initiatives, including sponsorship packages, reports, and digital platforms.
- Develops signage and meeting materials, coordinates event registration and vendor communications.
- Monitors progress, resolves issues, and ensures projects are delivered on time and to a high standard.

Brand & Design

- Maintains brand consistency across all visual and written communications, designing graphics and collateral as required.

Digital & Campaigns

- Plans and deliver campaigns across multiple social media platforms, adapting strategies to both existing and emerging channels.
- Designs and produces graphics, infographics, and presentations, working in conjunction with Manager, Policy and Regulatory Affairs, to support advocacy.
- Plans and executes advocacy and public awareness campaigns across digital and traditional channels.
- Monitors engagement, analyzes performance metrics, and applies insights to refine strategies and maximize reach and impact.



Media Relations

- Prepares media materials, responds to media inquiries, and coordinates outreach to journalists and outlets.

Internal Communications & Collaboration

- Works with all staff to ensure communications support programs and advocacy initiatives.
- Supports internal communications, event logistics and employee engagement with the Senior Director of Operations.

Administration & Oversight

- Coordinates contractors (designers, translators, etc.) to deliver professional products.
- Produces brand collateral and support materials.
- Undertakes other duties as assigned.

Qualifications

Core Competencies

- Self-initiative and ability to work independently as well as part of a team
- Excellent written and verbal communication skills
- Strong project management skills to coordinate and prioritize concurrent projects
- Ability to balance multiple tasks while meeting deadlines
- Strategic thinking, including the ability to quickly identify and understand issues, opportunities, and risks
- Strong presentation and interpersonal skills
- Effective time management skills

Technical skills

- Proficient in Microsoft Office suite
- Proficient in Canva, Mailchimp, WordPress, social media platforms
- Excellent English language skills
- Ability to read and write in French (strong asset)

Education and Knowledge

- A university degree in communications or a related field



- 3-5 years of experience working for a consulting firm and/or with member-based organizations, volunteer boards and committees
- Experience in the Canadian agriculture, horticulture or relevant industry (asset)
- Knowledge of federal agricultural policies and regulations (asset)

Working Environment

- Based at the FVGC office in Ottawa, Ontario, with work from home opportunities two days per week.

Compensation and benefits

- This is a full-time permanent position.
- Competitive salary commensurate with experience; excellent benefits program including extended health insurance, travel insurance, RRSP contribution, personal and sick days, vacation allocation and office closure between Christmas and New Year.

The Organization

Fruit and Vegetable Growers of Canada

The Fruit and Vegetable Growers of Canada (FVGC) represents growers involved in the production of over 120 different types of crops on over 14,000 farms, with a farm gate value of \$8 billion. FVGC is an Ottawa-based voluntary, not-for-profit, national association, and, since 1922, has advocated on issues that affect Canada's fresh produce sector - promoting healthy, safe, and sustainable food, ensuring the continued success and growth of the industry. For more information on the organization, its vision and mission, please visit our website:

<http://www.fvgc.ca>

How to Apply

Please send a copy of your resume with a letter outlining why this position interests you, as well as your salary expectations, to our recruitment partner at: careers@businesssherpagroup.com

FVGC is an equal opportunity employer and accommodates people with disabilities throughout the recruitment and selection process.