



Director, Public & Producer Affairs (15-month maternity leave cover)

WHO WE ARE

BC Dairy is a not-for-profit organization representing the 470 dairy farmers in British Columbia. We have been dedicated to educating British Columbians about dairy products, dairy farming, and nutrition across BC for over 30 years. We also advocate for and support BC dairy farmers with programs and initiatives to promote a vibrant and sustainable industry that supplies high-quality dairy products to consumers.

Our members are BC dairy farmers. These are hard-working family-run businesses operating 365 days a year to provide BC families with the healthy, wholesome product that we've enjoyed for generations. As a farmer-funded organization, our challenge is to grow the overall category of milk in BC. Our core competencies include marketing, education programs, government relations, producer engagement, and mentorship. We also support our dairy farmers through active engagement in applicable policy development and academic research.

WHO WE'RE LOOKING FOR

BC Dairy seeks an experienced Director, Public & Producer Affairs. Reporting to BC Dairy's General Manager, you are a proven communication strategist with a results-driven focus. You have strategic level experience in issues management, crisis communications, public affairs and media relations. You have a strong service-oriented approach and enjoy working in a collaborative environment with a group of highly skilled and motivated professionals.

WHAT YOU WILL DO

You will be an integral member of BC Dairy's Senior Management Team with the prime responsibility of overseeing all aspects of the organization's operations related to dairy producer issues, including producer communication, crisis management and media relations. Additionally, you will oversee BC Dairy's government relations efforts with a strong public affairs focus.

You will be BC Dairy's expert in crisis communications and risk mitigation. You can create tangible action plans of how the company can anticipate and respond to situations that emerge that could challenge BC Dairy's reputation and standing.

You will lead the development and implementation of a comprehensive strategy that advances BC Dairy's values and leadership platform and help to fulfill our objectives.

KEY RESPONSIBILITIES

LEADERSHIP

- Collaborate with BC Dairy's Senior Management Team to drive BC Dairy's new three-year strategic plan.
- Lead the development and execution of the Policy & Public Affairs department's annual work plan and budget for BC Dairy's overall strategic plan.
- Provide ongoing counsel and thought partnership to the company's senior leaders and board to best position BC Dairy to achieve our business priorities.
- Develop and regularly report to the Board of Directors on key indicators to objectively show the impact of the strategy.
- Foster an open, collaborative, and inclusive environment with the BC Dairy's Business Health, Market Growth and central operations teams.

MEDIA RELATIONS & CRISIS MANAGEMENT

- Primary contact for media on all public issues concerning BC Dairy.
- Ability to coach and support senior leaders as spokespeople.
- Develop messaging and issues briefs to be used by BC Dairy spokespeople.
- Provide issues management advice to dairy producers, regional dairy associations and dairy industry partner organizations as required.
- Lead a team of staff to engage with dairy producers as needed when crises arise.

PUBLIC AFFAIRS

- Liaise with provincial government staff on policies that may impact BC dairy farms and effectively communicate policy changes to BC dairy members.
- Support Dairy Farmers of Canada in federal government advocacy.
- Build and sustain excellent networks, relationships and partnerships with industry partners, provincial and federal government officials and politicians, agricultural organizations, and other interest groups.

PRODUCER RELATIONS

- Oversee BC Dairy communication and engagement, ensuring that all dairy producers (members) are informed of issues and policies that may affect them through periodic newsletters, virtual meetings and electronic mail.
- Work closely with Producer & Public Affairs staff to execute annual producer events (e.g. BC Dairy Industry Conference).
- Maintain relationships with regional dairy associations to support requests, updates or issues their members may have.

WHAT YOU WILL BRING TO THE TEAM

A Bachelor's degree in a relevant discipline and a minimum of ten (10) years of progressively responsible, professional experience in public affairs/communications (or an equivalent combination of education, training, and experience) is required.

- Minimum 5-years experience working in a similar or directly relevant role, with demonstrated people management experience
- Valid driver's license and access to a vehicle as needed (mileage will be compensated)

WHAT WILL SET YOU APART

- Significant communications experience that includes a blend of advocacy and media relations.
- Experience working directly with reporters, political entities, volunteers, the media and coalitions.
- Excellent verbal and interpersonal communication skills and ability to address a wide range of sensitive and controversial issues with consistent diplomacy and professionalism.
- Experience working in a multi-stakeholder environment.
- Outstanding relationship-building skills to effectively outreach to stakeholders and other relevant groups.
- Ability to delegate tasks and ensure proper follow-up and completion.

- Strong organizational skills with the ability to work independently and as part of a team.

WORKING CONDITIONS

This is a full-time position at BC Dairy's Burnaby office and home office work. However, travel to the BC Dairy's Abbotsford office and some interprovincial travel in conjunction with meetings of the Dairy Farmers of Canada and occasional travel throughout British Columbia is required.

We typically work a standard workday but are much more concerned about the results and getting things done than when you are working. Note that due to the nature of your role, there may be a need to work during non-work hours at times, but you will have the flexibility to compensate by taking time off during the workday.

COMPENSATION

We're seeking a star candidate who can fill a senior position. While we are nonprofit, most of our staff come from the private sector and look to pay a competitive salary. In addition to your salary, you will be entitled to a generous benefits package.

OUR RECRUITMENT PROCESS

BC Dairy is committed to equal opportunities in employment and reflecting the diverse communities within British Columbia. We welcome and encourage applications from people of all identities and lived experiences, including women, indigenous peoples, persons with disabilities, and members of the LGBTQIA+ community.

DEADLINES

Interested candidates must submit a cover letter and resume to hesplin@bcdairy.ca by January 16, 2021, for consideration.

BC Dairy thanks all applicants for their interest; however, only selected candidates will be contacted.