



Canadian Hereford Association Director of Strategic Engagement

Purpose of the Position

The Canadian Hereford Association is looking for a dynamic individual to implement Strategic marketing initiatives for members and the commercial cattle industry to build on the Better Your Beef brand promises. The successful candidate will champion the value of the Hereford breed to the commercial cattle industry, relay data and insights on the perception of Hereford to the Canadian Hereford board and engage Hereford breeders in breed improvement research that will enhance the marketability of the Hereford breed.

Scope of the Position

Responsible for engaging with key cattle industry stakeholders, building a network of trusted resources to better position the breed, and encourage the support of the Hereford membership on the direction breeders need to take to grow uptake of the breed.

Key Responsibility Areas

- Build relationships with key cattle industry stakeholders (cow-calf, feedlot, and packer)
- Be a conduit for the CHA to gather positive commercial success stories and content
- Inform the CHA and its members about opportunities to grow and improve the uptake of the breed.

Key Deliverables

- Promote a positive image for the Canadian Hereford Association
- Engage with key cattle industry stakeholders to:
 - Aide in guiding the formation of promotional material specifically for commercial engagement
 - Increase uptake of Hereford genetics by connecting commercial cattleman with Hereford breeders
 - Capture information on perceptions and actual performance that can inform CHA strategy
 - Collect data (or negotiate purchase of data) on Hereford genetics for marketing and breed improvement
- Work with Digest Managing Editor and Communications Coordinator to:
 - Identify commercial success stories for Digest and website blog
 - Post short testimonials to social media platforms
 - Identify photo and video content opportunities
- Rally breeder support of CHA programing and breed improvement projects



Key Responsibility Areas

- Build relationships with key cattle industry stakeholders (cow-calf and feedlot)
 - Grow a network of new cliental for CHA members with a large focus on the commercial cow-calf industry
 - Utilize influential existing commercial Hereford customers to gather testimonial content, and open doors into new networks
 - Prioritize, create a network, and build relationships within influential feedlot and buyers
 - Find untapped industry data that can be used for breed promotion and breed improvement
- Be a conduit for the CHA to gather “good news” commercial stories and content
 - Utilize networks to identify commercial success stories, blog stories and social media content
 - Identify potential commercial operations that would exhibit the image of the Hereford breed we want to share through photography, video and on social media
- Inform the CHA and its members about opportunities to grow and improve the uptake of the breed.
 - Be a conduit of information from the commercial sector to the CHA Executive Director and Board to shape the strategy of the CHA
 - Relay information about the perception of the breed and real success stories to the CHA membership through Digest column and Digest Forward (e-newsletter)
 - Help the CHA meet breed data collection goals by engaging breeders on CHA research and breed improvement initiatives.

Capabilities Required

- **Skills**
 - Written and Oral Communications
 - Interpersonal – Very important
 - Planning/Organization – including effective communication with CHA staff and consistent updates to CHA Executive.
 - Computer Skills – Working knowledge of Microsoft suite.
- **Knowledge/Educational level**
 - University Degree or College Diploma (preferred)
 - Knowledge or experience in Agriculture
 - Experience in sales and marketing is an asset

Please submit your resume to info@hereford.ca