



Join our Team:

The Canadian Hereford Association (CHA) has a long history in the Canadian beef sector. The CHA was formed in 1890 with the primary objects of preserving the lineage of Hereford cattle, promoting the interests of the importers and breeders of such animals, and collecting on farm data for the delivery breed improvement tools.

The CHA serves 850 adults and 800 youth members across Canada; our members register 11,000 new Hereford animals each year and are heavily engaged in data collection for breed improvement.

Core to the business of the CHA is the member services team, which works to maintain excellent pedigree records, animal identification, and many genetic testing services to deliver various programs and services to members and the wider beef industry.

The CHA works closely with the American Hereford Association and other countries around the globe to deliver genetic improvement tools for breeders of Hereford cattle. To ensure the free movement of high-quality genetics, these international partnerships have proven to be of great importance breed improvement and the export of Canadian genetics globally.

Showcasing the breed and its value to the broader commercial cattle industry, the CHA diligently promotes the breed through many media channels to reach cattle producers with the importance of using Hereford genetics in their programs. The CHA also produces its magazine, the Canadian Hereford Digest, four times a year and offers print marketing services to our membership.

The youth are the beef industry's future, and the CHA has played an integral part in developing industry leaders for over three decades. Partnered with the Keith Gilmore Foundation, the CHA delivers a suite of youth programs in the beef industry that is second to none.

The CHA is searching for its next Executive Director to build on the foundation laid by the organization's leadership. The Executive Director is accountable to the Board of Directors, provides leadership and team development, and makes organizational success. Maintaining effective relationships with a diverse range of internal and external stakeholders, the Executive Director will promote growth through building relationships with like-minded Canadian and international associations and cattle breeders.

With a passion for the beef industry and an innate drive to engage the membership and hear the needs of the commercial sector, the Executive Director will work with members and stakeholders to promote the Hereford breed, create new and innovative marketing opportunities for members and fulfill the organization's mission.

What you bring:

Qualifications:

- Beef industry leadership experience
- Ability to effectively communicate with various stakeholders, staff and board members
- Ability to plan and organize the delivery of a suite of programs and services

Great to have:

- Experience and knowledge in delivering genetic improvement services
- Understanding and experience with software delivered through cloud services
- Proven ability to collaborate with stakeholders

Please submit your application to nelsnix@gmail.com.