



Canadian Hereford Association

Communications Specialist

Date Posted: October 4, 2022

About the Position

The Canadian Hereford Association is looking for a dynamic individual to implement a digital marketing campaign, provide graphic design services and member communications in support of the **Better Your Beef** strategic marketing plan. The Canadian Hereford Association (CHA) was founded in 1890 and is one of the largest breeds of beef cattle in Canada. The CHA office is based in Calgary, AB and represents approximately 900 cattle producers across Canada for the purpose of recording pedigree information, genetic improvement, and youth development.

Purpose and Scope

Functions in support of communications, graphic design, and production of products for the Canadian Hereford Association and its affiliates including the Canadian Hereford Digest, Canadian Junior Hereford Association, Keith Gilmore Foundation and provincial Hereford associations. This includes but not limited to digital media, print media, social media, promotional items, and member communications.

Duties and Responsibilities:

- The development and delivery of communication programs for the CHA and affiliates
 - Design and distribute the news releases, e-newsletter and articles
 - Maintain media contact database for agriculture and mainstream media
 - Maintain file of photographs for advertisements, articles, and promotional material
 - Responsible for all graphic design for the CHA, maintaining brand consistency and positive image
 - Create brochures, booklets, advertisements, videos, annual reports and other material
 - Communicate with members regarding annual meetings and other CHA business
- Manage the CHA website with continuous updates and revisions, ensuring accuracy and functionality.
- Develop and implement ongoing social media campaigns targeting cattle producers across Canada and globally.
- Manage CHA promotional items and the online store offering official merchandise
- Design and liaison responsibilities with the Canadian Hereford Digest (CHD)
 - Oversee the design of advertisements in the CHD
 - Responsible for all graphic layout and components of the CHD
 - Liaison with cattle producers and commercial advertisers in the development and approval of ad content
 - Contribute as a member of the CHD editorial and publishing team
 - Design, layout and production of sale catalogues and advertisements for cattle producers.

Education and Experience

- Post-secondary degree, preferably in Marketing, Communication or related field considered an asset
- Excellent written and communication skills
- Demonstrated experience with the Adobe Creative Suite
- Experience with Hootsuite and other social media platforms
- WordPress website-based maintenance and design
- Working knowledge of Microsoft Suite
- Agriculture background or experience is preferred
- Interpersonal team player, ability to travel to farms and ranches in remote areas and to confidently interact with internal and external stakeholders is considered an asset
- Some travel will be required
- Full-time On-Site (Part time, Contract, or Hybrid may be considered)

How to Apply:

We are an equal opportunity employer and invite applications from all qualified individuals. To be considered for this role please submit a cover letter and resume to the Canadian Hereford Association Executive Director, Michael Latimer at mlatimer@hereford.ca. We thank all interested candidates only those who are shortlisted will be contacted. **Closing Date October 28, 2022**