



Canadian Angus Association

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Director of Eastern Business Development and Corporate Sponsorships – Job Posting

If you are hardworking, dedicated, like to take initiative and do not let your job description limit your accomplishments, the Canadian Angus Association has an exciting job opportunity for you.

The *Director of Eastern Business Development and Corporate Sponsorships* will help position the Canadian Angus Association (CAA) at the forefront of Canada's national beef production industry. The Director of Eastern Business Development and Corporate Sponsorships will assist in relationship building, engagement and connectivity within the cattle, beef and agriculture industries, concentrating on, but not limited to, Eastern Canada. (S)He will be responsible for national corporate sponsorship, including generating sponsorships and building relationships. (S)He will help in planning and organizing events/programs and activities as well as carry out important operational duties.

The Director of Eastern Business Development and Corporate Sponsorships will build relationships with and support CAA members, partners and industry, providing quality customer service and discovering opportunities leading to growth. This position ensures quality return on investment through efficient and cost-effective management of resources. (S)He will help build and perform within a strategic business plan to advance the Association's mission and vision statements.

Please note: this is a one-year term contract with the possibility of extension.

Responsibilities include but not limited to:

External Relations

- Build relationships, trust and respect with the CAA membership, commercial producers, partners, cattle and beef industry
- Plan, develop and grow industry/corporate sponsorships nationally; foster corporate relationships including maintenance of existing sponsors and establishing new sponsors
- Support planning and coordination of events and activities
- Plan, develop and implement short and long-term objectives and plans, including strategies for generating growth and promotion of the Angus breed, identifying and respecting current sector and industry conditions
- Promote and represent the Association through participation at conferences, formal functions, industry meetings and events, including giving presentations
- Represent the CAA in Eastern Canada (east of Manitoba). Travel within Eastern Canada varies at times throughout the annual cycle; some travel to Western Canada may also be required at certain times throughout the year.
- Attend and support events and initiatives hosted by Canadian Junior Angus as well as regional Angus associations
- Assist new breeders with marketing and Association inquiries

Marketing and Communications

- Assist in managing the CAA's social media channels
- Help develop the Canadian Angus Association annual magazine, including but not limited to conducting interviews, writing stories, editing and proofreading
- Obtain testimonials from members and industry

Industry Partnerships

- Develop and maintain partnerships within and outside of the beef industry that achieve financial benefit to the CAA and/or further the goals of the CAA

- Achieve sponsorships on behalf of the CAA, both cash and in-kind
- Work within the cattle and beef industry to advance Canadian Angus branded beef programs
- Acquire new partnerships annually as well as maintain current partnerships

Sales

- Grow CAA membership
- Promote and increase Canadian Angus RFID indicator usage by members and commercial producers
- Assist in the growth of CAA programs, such as Canadian Angus branded beef programs
- Research markets and recommend new areas of opportunity for revenue generation

Administration

- Keep up to date on CAA programs and initiatives to respond to member inquiries
- Prepare presentations, sponsorship requests, partnership contracts, reports and other documents
- Produce reports and statistics, such as sales tracking
- Other duties as assigned

Qualifications Include:

The ideal candidate will have the following knowledge and skills:

- Be a self-motivated, independent worker who, by being a dedicated team player, enhances team atmosphere and outcomes with optimism, understanding and cooperation
- Ability to work remotely and independently with minimal supervision
- Proven project management experience; ability to manage complex projects, multitask, set and achieve measurable targets and objectives
- Ability to develop financial plans, manage resources and work within a set budget
- Knowledge of public relations principles and practices; strong problem identification and problem resolution skills
- Strong communication skills and ability to deliver a variety of presentations through different mediums for example, public speaking, writing and social media
- Position will require a flexible schedule that includes travel. Successful candidate must be able to coordinate own travel logistics, including national air travel, as needed. Must have valid driver's license and a reliable vehicle, with no prior vehicle impairments or convictions.
- Ability to effectively utilize basic technological requirements: smartphone, tablet, laptop, social media, et al; comfortable using technology for tasks; solid computer skills including MS Office
- Proven sales track record; strong negotiation skills
- The ability to communicate in French is an asset
- Industry experience in the Angus breed would be considered an asset
- Two year college diploma or equivalent
- Two years' experience in sales, marketing or related field

Working Conditions:

Canadian Angus Association is based at Angus Central, the national Canadian Angus headquarters located north of Calgary in Rocky View County, Alberta. Regular hours of work are Monday–Friday, 7:30 a.m.–4:00 p.m. The Director of Eastern Business Development and Corporate Sponsorships will work remotely. Weekend and evening work as well as regular overnight or extended periods of travel will be required from time to time.

To Apply:

If you meet the above qualifications and are excited to join our team, then please send your resume to ckoning@cdnangus.ca, quoting "Director of Eastern Business Development and Corporate Sponsorships" in the subject line. This posting will remain open until a suitable candidate is found.

We thank all applicants in advance, but only those selected for an interview will be contacted.

The Canadian Angus Association is Canada's largest purebred beef breed organization. The Association represents more than 2,000 members across Canada for the purposes of registering and recording the pedigrees of purebred Angus cattle in the closed Herd Book and promoting the breed across Canada.