

## JOB IDENTIFICATION

Job Title: Division Manager, Communications/ Consumer Marketing	Job Code: 020
Department: Universal Services	Reports to: General Manager
Status: Full Time	Date: Dec 14, 2016

## MAJOR DUTIES AND RESPONSIBILITIES

1. Develop the communications policies and procedures that outline the goals and activities for communications with producers, councilors, directors, industry, government representatives and the general public that contribute to their success through enhanced innovation, productivity improvements, customer service, research and accurate up-to-date information.
2. Provide leadership, vision, creativity and innovation in directing the communications activities, of Ontario Pork, in a manner that is consistent with the organization's strategy, goals, vision and mission, of working in a way that is team-focused and results-oriented, so that the customers' needs can be met within a changing marketplace. Foster healthy relationships with our industry partners, retailers, government and processors.
3. Act as the official spokesperson for the organization. Handle all media calls on issues that are pertinent to the pork sector.
4. Maintaining important values of open communications, trust, respect and honesty, at Ontario Pork.
5. Produce brochures, Pork News, Special Mailings, etc. and distribute newsletters, briefing notes, publications, such as Annual Reports, and assist in preparation of speeches as required and directed by the General Manager and Board of Directors.
6. Develop annual department plan and strategy, including budgetary requirements. Ensure that an effective and accurate budget is set and maintained by being responsible for budgeting, financial controls and reporting.
7. Responsible for media relations by maintaining an accessible, cooperative environment for the farm and general press and by making others within the organization available to answer inquiries from the press, acting as a consultant to others within the organization on the preparation and delivery of information.
8. Execute strategy and tactics of annual consumer marketing plan.
9. Actively pursue avenues and venues to promote the usage and awareness of pork.
10. Manage awareness/advertising and promotion campaigns.

11. Manage content and marketing of Ontario Pork websites.
12. Manage team consisting of full-time and part-time staff, with authority, consistency and accountability, on the operational day-to-day activities.
13. Manage outside program teams for new projects requiring specialized expertise i.e. Swine Advisors and transport training.
14. In conjunction with other internal staff members and external contacts, develop and test new pork concepts with the goal of creating a larger market for pork products.
15. Coordinate industry issues activities for Ontario Pork.

### **JOB SPECIFICATIONS**

Education	Post-secondary education in Public Relations, Communications or Journalism.
Experience	3-5 years proven management experience in a related position.
Technical Skills	Knowledgeable in Microsoft Word, PowerPoint, Excellent verbal and written skills, strong presentation skills and the ability to effectively perform under pressure, i.e. media interviews.
Core Competencies	Leadership, analytical and results-oriented, creative, team-oriented, strong interpersonal skills, self-directed, strong strategic orientation, decisive and flexible.

### **INTERPERSONAL RELATIONS**

Internal Contacts	General Manager, Staff and Board of Directors
External Contacts	Agricultural Industry leaders, Government Representatives, Producers, Media, Advertising Agencies, Other Commodity Groups, Other Provincial Pork

### **RESPONSIBILITY AND AUTHORITY**

Confidentiality	All the time as part of Senior Management, staffing issues, policy issues, governmental announcements, disease control.
Supervision	Interview candidates for employment Make recommendations for hiring employees
Financial Authority	\$1,000,000 budget (includes department payroll, environmental Budget, consumer marketing, communications, advertising,

Regional/annual/district meetings.  
Grants for organization and research dependent on year.

**FINANCIAL AND MATERIAL RESOURCES**

Machine/Tools/  
Equipment                      Computer, telephone, fax machine, photocopier, printer, blackberry, laptop

Standards/Policies/  
Procedures                      OP policies and procedures, self-regulatory

**WORKING CONDITIONS**

Work Area                      Standard office conditions of noise and dust.

**SUPERVISION**

- Interview candidates for employment
- Make recommendations for hiring employees
- Justify the establishment of or redesign of positions
- Initiate and evaluate the work performance of employees
- Authorize overtime for employees
- Authorize leave time for employees
- Recommend disciplinary action for employees
- Plan the work of employees
- Review and approve the work of employees
- Train employees

**SUPERVISION RECEIVED BY**

The General Manager provides training and checks work.

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Signature of Employee: \_\_\_\_\_ (Date) \_\_\_\_\_

Signature of Manager: \_\_\_\_\_ (Date) \_\_\_\_\_