



Executive Director Job Description

Company Name: Canadian Agri-Food Trade Alliance (CAFTA)

Location: Ottawa, Ontario

Purpose: To provide leadership and work with the CAFTA Board in advocating and communicating its goals. The key goal is to increase awareness of the importance and value of agri-food trade and international markets to Canadian agri-food exporters and the Canadian economy.

The CAFTA Executive Director:

- Position CAFTA's messages for comprehensive liberalized trade of global agriculture and agri-food markets through communications targeted at federal and provincial politicians and their staff, negotiators and trade policy personnel.
- Monitor provincial, national and international activities, positions and opportunities, assess potential impacts, inform members and create strategies in support of CAFTA communications goals.
- Liaise with appropriate government agencies, build working relationships and seek opportunities for CAFTA to influence government decision makers through meetings with Ministers, senior staff, Caucuses, Trade and Agriculture critics, Committee appearances, etc.
- Develop a media communications strategy—including key messages, briefings, fact sheets, presentations, letters and through other materials—in support of CAFTA's President or other CAFTA spokespeople in media and other public outreach (press releases, interviews, editorials, etc.).
- Identify and establish priority target audiences for CAFTA communications and implement and maintain current and accurate information (website, newsletters, member updates, etc.) Promote and support the CAFTA President as the organization's elected spokesperson and seek opportunities for government and public outreach and participation.
- Coordinate and support CAFTA Board/member trade related initiatives.
- Liaise and work with like-minded groups (think tanks, foundations, business organizations, etc.) at home and abroad to expand CAFTA outreach and effectiveness (joint statements, conferences and other coordinated activities).
- Support and increase CAFTA's membership base, ensure financial stability and manage the operations of CAFTA in an administratively and financially accountable manner.
- Develop an annual business plan and budget with key objectives and measurable outcomes presented as progress reports to the Board.
- Draft communications for members, government, industry partners and government.
- Undertake any other duties, as appropriate, in support of CAFTA goals.

Desired Skills and Experience:

- **Knowledge/understanding of international trade policy:** Demonstrated familiarity with international trade policy and negotiations; supports goal of more open markets.
- **Leadership:** Effectively works with members and staff to represent the association, achieves goals and completes work objectives. The ideal candidate is a strong consensus builder with the ability to promote Member involvement and teamwork.
- **Communications:** Excellent communicator; skilled at internal and external communication, as well as media relations, promotional and advocacy plans, member retention and recruitment. Experience giving presentations, coordinating events, drafting papers, briefings and articles.
- **Advocate/spokesperson/networker:** Maintains a visible/active image of CAFTA among a variety of key target groups. Excels at building and maintaining collaborative relationships with stakeholders inside and outside the organization.
- **Political acumen:** Demonstrated knowledge of government policy and political structure and role of advocacy and negotiation in decision-making. Flexible and open to working in a non-partisan manner with a range of federal and provincial political leaders.
- **Detail-oriented:** Capable of compiling information from Members and external sources and using it to develop solid defensible briefs for use in the presentation of CAFTA's positions.
- **Organization/planning/priority setting:** Sound judgement and ability to set priorities and work plans consistent with CAFTA objectives. Independently motivated yet able to coordinate activities in close collaboration with the President and Board.
- **Management:** Ability to independently support CAFTA office management functions and ensure technology meets staff needs (e.g. work plan and budget systems, web/Internet communications, political and media databases).

Education/Experience:

Post-secondary degree/diploma with appropriate combination of education and experience in economics, trade policy, and public affairs; agri-food background, as well as government or trade association experience and small office management. French language is a strong asset. This is an Ottawa based position with the ability to work hybrid.

To Apply:

To apply for the position of Executive Director of CAFTA, please send your resume and cover letter with attention to 'Hiring Committee' in the subject line to advocacy@ccga.ca by **April 24, 2023**. Only those selected for an interview will be contacted.