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## JOB DESCRIPTION

Title	Reports to
Marketing and Communications Manager	General Manager

**PURPOSE:**

The Marketing and Communications Manager (MC Manager) manages the ABP Marketing and Communications Team (MC Team). The ABP marketing and communications programs are aimed at increasing the recognition of, and loyalty to, the Alberta Beef brand among consumers and enhancing the image of beef producers and the beef industry with consumers and the public. The purpose of the MC Team is to ensure the brand health of ABP and the success of the ABP Platform. The MC Manager helps connect various teams to collaborate and execute all marketing and communication functions to enhance marketing and communications with relevant stakeholder groups. The MC Manager works with ABP staff, directors, and delegates, as well as service providers and other agricultural organizations, to identify opportunities, develop strategies, manage and administer activities, and assess the results for these marketing and communication's programs. The MC Manager supervises the Editorial Content Specialist and ABP Field Representative.

**RESPONSIBILITIES AND ACTIVITIES:**

- Manage and oversee the prioritization and direction of editorial and sales platforms for the Platform, create and manage an editorial advisory board for the Platform
- Create and provide meaningful direction to achieve Platform KPIs and key editorial pillars
- Take a leadership role and provide regular updates to senior management
- Organize, allocate and direct vision and work with the MC Team in a consistent and timely manner
- Represent ABP on the Board of the Classroom Agriculture Program (CAP) and ensure that this program continues to support the interests of the beef industry and ABP as a founder of the program
- Ensure that the integrity of the CAP program and the CAP trademark are protected
- Manage and administer the Beef in the Classroom (BITC) program including oversight of the contract nutritionists delivering the program, administration of the program arrangements with schools and maintaining the integrity of the BITC program

**Marketing Campaigns**

- Identify opportunities and develop appropriate strategies for Alberta Beef brand promotion
- Oversee the selection of a marketing agency when appropriate and manage the engagement with the agency
- Identify and work with potential partners on Alberta Beef branding and promotion in retail and food service

## **RESPONSIBILITIES AND ACTIVITIES:**

- Ensure that appropriate measures are in place to assess the results of marketing campaigns and demonstrate a good return on the investment of producer funds
- Identify opportunities and strategies for participation in trade show events and oversee the registration, recruitment, training, and administration for these events and provide direction to the ABP Field Representative
- Ensure that ABP has appropriate marketing, communication, and education materials to support trade show activities

### **Communications Strategy**

- Work with the General Manager, Executive, and the ABP Board to develop an overall communications, media, and stakeholder relations strategy for the entire organization
- Development of tactics to execute various aspects of the Communications Plan
- Benchmarking the effectiveness of the communications activities of the organization
- Coordinating the communications activities to gain maximum value and effectiveness
- Plan and direct issues management programs to position the industry positively with the public and other targeted groups such as government or industry
- Research, develop, and implement communications strategies for ABP partnered activities
- Anticipate ABP communications needs to ensure the organization is proactive rather than reactive
- Act as an organization/industry spokesperson when required
- Manage budgets and approve invoices that fall within the Marketing and Communications department's area of responsibility

### **Sponsorship and Partnership Programs**

- Evaluate requests for ABP participation in sponsorship and industry partnership activities
- Provide advice and direction to the General Manager and Board on sponsorship and partnership strategies
- Manage the budget and expenditures for sponsorship and partnership activities and assess the results generated by these activities

### **Merchandise Program**

- Ensure that ABP maintains an appropriate inventory of promotional merchandise
- Supervise the ABP Field Representative in the selection, purchase, storage, and distribution of the merchandise
- Oversee the merchandise budget and maintain the security of the merchandise material

### **Other**

- Contribute to the overall goal of achieving ABP mission and vision
- Develop and administer budgets for ABP Marketing and Communications programs based on Board approval of the budget
- Manage budgets, approve, and code invoices on a timely basis
- With the General Manager hire, train and supervise the Editorial Content Specialist and the ABP Field Representative
- Such other duties as may be required

## **KNOWLEDGE, SKILLS & ABILITIES**

### **Education and Experience**

- Post secondary training in marketing or communications
- 5-10 years experience in marketing, promotion, or communications activities and product development with a focus in digital.
- Experience in management and administration of marketing and communications programs.
- Experience working with livestock producers and familiarity with livestock organizations.

### **Knowledge**

- Thorough understanding of marketing and communications principles.
- Detailed knowledge of current marketing and communication practices.
- Strong understanding of consumer food trends and social pressures on the livestock industry.

### **Skills and Abilities**

- Superior verbal and written communications skills to deal with staff, producers, committees, organizations, funders, and marketing agencies.
- The ability to work well with a wide range of people having varied interests and perspectives.
- High degree of organizational skill and strong attention to detail.
- Competence in computer applications and social media skills.
- Willingness to work as a team player and possessing good conflict resolution skills.
- Ability and willingness to balance management activities with routine administration tasks.