



Ontario Soil and Crop Improvement Association

367 Woodlawn Road West, Guelph, Ontario N1H 7K9

Toll: 1-800-265-9751 Tel: 1-519-826-4214

www.ontariosoilcrop.org

Position Title: **Communications and Events Coordinator**
Type: Full-Time (36¼ hours/week)
Reporting to: Director of Member Services and Business Development
Location: 1-367 Woodlawn Road W., Guelph, Ontario

The Ontario Soil and Crop Improvement Association (OSCIA) is a unique not-for-profit farm organization whose diverse membership has a significant presence in all agricultural areas of the province and across all major sectors. The mission of OSCIA is to facilitate responsible economic management of soil, water, air and crops through development and communication of innovative farming practices to our farmer-members and industry partners. OSCIA is also a leader in agricultural program delivery, including cost-share funding distribution, educational workshop offerings for farmers, and administration of on-farm applied research opportunities.

OSCIA is seeking an enthusiastic, detail-oriented and experienced Communications and Events Coordinator. The Communications and Events Coordinator will be responsible for all aspects of event organization - including budgeting, reporting and travel arrangements – for OSCIA flagship events such as the Annual General Meeting and Annual Summer Meeting, and other demonstration, knowledge-transfer and membership-oriented events. In addition, they will oversee companywide communications, including social media and other campaigns to support promotion of Association and member activities.

PRIMARY DUTIES & RESPONSIBILITIES

Communications Coordination

Association Content

- Promote and actively support strong branding by the Guelph office and across local/regional associations to build recognition of OSCIA.
- Coordinate general communications promoting Association membership activities, planning of summer meetings and annual conferences, and production of major communication products for the membership.
- Lead the development and distribution of OSCIA's quarterly newsletter, The Innovator, as well as develop content for OSCIA's website, biweekly e-newsletter, and social media.
- Coordinate development and placement of compelling stories that profile membership activities in Ontario's ag media.

- Develop and deliver key messaging to build appreciation across the membership and staff of all facets of Association activities.

Program/Research Content

- Support promotion of events and initiatives in collaboration with the Programs and Research & Knowledge Transfer departments, for various project deliverables.
- Develop annual communication workplans in liaison with department directors.
- Procure and manage contracts with outsourced support for communications initiatives with OSCIA service providers where in-house expertise or capacity is lacking.
- Coordinate execution of communication workplans including outreach with stakeholders and collaboration with third party service providers to develop print and digital media that promotes program initiatives and celebrates program successes.

General Content

- Develop and implement a comprehensive organization-wide communications strategy.
- Coordinate and oversee all events, serving as the main point of contact to ensure seamless execution from start to finish.
- Research and write relevant and creative content for various channels including the website, social media platforms, email, e-blasts, newsletter and press releases.
- Monitor analytics and create reports detailing the successes of and barriers to OSCIA's communications campaigns and strategies.
- Utilize graphic design to create visually appealing communication materials.
- Stay up to date on industry trends and make recommendations for adjustments to communications strategies and practices.
- Collaborate with various departments to ensure alignment and coordination of communication efforts across the organization.
- Organize and implement team building staff events. (tours/meals together/Christmas Party)

Event Coordination

- Oversee the planning and execution of OSCIA events (AGM, Summer Director Meeting etc.)
- Liaise with event partners and manage contracts with services providers (venues, caterers, content providers, etc.)
- Coordinate all services for events, such as accommodation and transportation for participants, conference and other facilities, catering, signage, displays, translation, special needs requirements, audio-visual equipment, printing, security etc.
- Prepare detailed event itineraries.
- Organize registration of participants, prepare promotional materials, and publicize events
- As required, be an engaging MC at events to introduce speakers, and conduct event activities according to schedule.
- Work cooperatively with provincial office staff and field representatives in coordinating activities, including Canada's Outdoor Farm Show demonstration site and AGM.
- Build rapport with sponsors and deliver on a sponsorship program to support the Association.

- Support delivery of events and communications in collaboration with the Programs Department and the Research & Knowledge Transfer Department, for various project deliverables.
- Assist with maintaining communication presence on membership-related activities and opportunities via email, website, and social media on behalf of OSCIA including periodic collection of data for analysis.
- Coordinate the posting and selection process in support of annual OSCIA recognition awards (Soil Champion, Don Hill Legacy, etc. and related media activities.
- Other duties as assigned.

Behavioural Competencies:

- **Adaptability:** Demonstrate a willingness to be flexible, versatile, and dynamic in a changing work environment while maintaining effectiveness and efficiency.
- **Ethical behaviour:** Ensure personal behaviours align with the Association's core values and code of conduct.
- **Relationship development:** Establish and maintain positive working relationships with others, internally and externally.
- **Effective communication:** Speak, listen, and write in a precise, clear, and timely manner using appropriate and effective communication tools.
- **Client focus:** Anticipate clients' needs and respond in an appropriate and timely manner, seeking to provide the highest quality service.
- **Teamwork development:** Work cooperatively and effectively with others to set goals, resolve challenges, and make decisions that enhance cross-functional cooperation.
- **Initiative:** Ability to assess and initiate tasks independently.
- **Decision-making:** Assess role-based situations to determine the importance, risks, and make clear decisions in a timely manner.
- **Time management and organization:** Set priorities, develop a task schedule, monitor progress towards deadlines.
- **Problem-solving:** View problems as learning opportunities, focus on improving future results.
- **Cultural Competence:** Value diversity and inclusivity, demonstrating an ability to work effectively with trust across various departments.
- **Foster Sustainability:** Ensuring the work we do improves the viability and sustainability of rural Ontario and Ontario agriculture.
- **Continuous Learning:** Participates in an environment of professional development and personal growth.

Qualifications & Experience:

- Post-secondary education in a related field (e.g., marketing, journalism, media, communications, public relations, etc.), from a recognized post-secondary institution.
- A minimum of 5 years industry experience, including strong project management skills with the ability to be self-disciplined, self-motivated and take initiative.
- Demonstrated ability to excel in a dynamic team environment, making effective contributions
- Demonstrated ability to be a creative thinker, with a keen eye for detail.

- Superior communication skills with the ability to adjust style to various audiences and mediums; can translate complex ideas into easy to digest messages.
- Strong graphic design, and audiovisual production skills to create compelling and professional content for our company website and social channels.
- Strong organization, prioritization and time management skills with the proven ability to manage multiple projects at one time. Detail oriented.
- Strong interpersonal and relationship management skills; comfortable working with stakeholders across the organization
- Ability to thrive in a fast-paced environment.
- Excellent vendor management including price negotiation and invoicing.
- Proficient in Microsoft Office suite of applications and various communications social media platforms and programs (e.g. Adobe Creative Suite, Canva)
- Farm background or experience in the agriculture sector and/or not-for-profits is an asset, as are French language skills.
- Possess a valid Ontario Driver's License, have a reliable personal vehicle.
- Must be flexible to travel in Ontario and have a willingness to work outside of normal office hours, when required (events, meetings etc.). Flexible to work evenings and weekends as needed for events.

In addition to the responsibilities and qualifications outlined above, we are looking for a solid teammate who will collaborate well with all the departments in our organization. In your cover letter, tell us who you are beyond your previous work experience and education defined in your resume including any other applicable skillsets you may possess that make you a suitable candidate for this role with the OSCIA.

Location: 1-367 Woodlawn Road West, Guelph, Ontario

Please submit your resume and cover letter by to careers@ontariosoilcrop.org. Please state in the subject line of your email submission the position title as referenced above.

OSCIA offers competitive compensation and is an equal opportunity employer. **OSCIA offers a blended work week that allows for a minimum number of days in our Guelph office, but also the equipment and support to work remotely for a set number of days each week.**

We thank all applicants for their interest in advance, but only those candidates under consideration will be contacted.

Thank you for your interest in this position!