



Ontario Soil and Crop Improvement Association

367 Woodlawn Road West, Guelph, Ontario N1H 7K9

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www.ontariosoilcrop.org

Position title: **Director of Member Services and Business Development**
Type: Full-Time (36¼ hours/week)
Reporting to: Interim Executive Director
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 seeking an exceptional leader who fosters and works to maintain an innovative growth culture throughout OSCIA. The Director of Member Services and Business Development is responsible for leading the development, implementation and evaluation of membership growth strategies, as well as day-to-day management of member engagement within the Association, and enhancing OSCIA's relations with like-minded organizations across the agricultural industry. A key aspect of this role is driving business development by securing sponsorships and establishing collaborations with external partners to create mutually beneficial relationships.

PRIMARY DUTIES & RESPONSIBILITIES

Membership Services

- Lead the Association's overall efforts to recruit, retain, and engage members by supporting the development of local and regional associations and responding to the needs and views of members.
- Create, implement and monitor a roadmap for sustainable membership growth.
- Devise and implement a data-driven member engagement, retention, and recruitment strategy.
- Identify opportunities and collaborate with colleagues, the Board of Directors, and external stakeholders to enhance member benefits, develop strategic partnerships, and increase sponsorship opportunities for the Association.
- Oversee all membership data, tracking and reporting, including but not limited to accurate membership records, membership trend analysis by region, member experience throughout new member joins and the renewal process.
- Develop and manage strategic partnerships with industry organizations, sponsors, and external stakeholders to drive membership recruitment, retention, and financial support.
- Support direct reports in coordinating all communications for OSCIA membership, including Regional Communication Coordinators and newsletter oversight.
- Provide guidance and support to OSCIA local and regional organizations to maintain a strong membership base.

- Articulate the mission, vision and goals of OSCIA in an inspiring way to all partners and stakeholders.
- Provide support and be a resource for local and regional associations on topics of governance and financial management.
- Cultivate positive working relationships between local/regional groups and the provincial organization.
- Seek new opportunities to provide value to members and the Association through business development initiatives and strategic partnership establishment.

Business Development

- Work with outside funding agencies, involving but not limited to provincial ministries, federal departments, and other external partners, to secure financial resources to support grassroots engagement.
- Liaise with various levels of government and the agricultural sector to further the objectives of OSCIA.
- Represent OSCIA's interests on appropriate government and industry committees and support direct reports to do the same.
- Promote OSCIA as the industry leader in program delivery, knowledge translation and transfer, and on-farm applied research to the agricultural community.
- Identify and pursue new business opportunities, industry sectors, and revenue streams.
- Develop sponsorship strategies and foster relationships with like-minded organizations to generate funding and support for OSCIA's initiatives.
- Collaborate with external partners to create synergies that enhance the Association's outreach and impact.

Leadership

- Provide positive leadership and support to direct reports, OSCIA's service providers, and the Regional Directors in achieving their goals and overseeing their workload, deliverables, etc.
- Oversee the overall communications and branding standards and strategies of OSCIA
- Foster an atmosphere which optimizes employee well-being, performance and generates a positive working environment that allows individuals to excel in their areas of expertise.
- Be the main coordinator for OSCIA membership, representing the needs and views of members, Regional Directors, Regional Communication Coordinators and industry partners.
- Establish key indicators to monitor the organization's objectives and mandate.
- Navigate political and organizational issues with specific experience in developing strong and trusting relationships on behalf of the organization in a multi-stakeholder environment.
- Be a strategic business partner, working collaboratively with the Senior Leadership Council to drive business growth, foster continuous improvement and sustain a competitive advantage in the agricultural industry.
- Perform other duties, as required.

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 clear, and timely manner using appropriate and effective communication tools.
- Creativity and/or innovation: Support development of new and unique ways to improve the Association's operations and create new opportunities.
- 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.
- Leadership: Positively influence others to achieve results that are in the best interest of the Association.
- 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.
- Organization: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information, and activities.
- Planning: Determine strategies to move the Association forward, set goals, create, and implement action plans.
- Strategic thinking: Assesses options and actions based on trends and conditions in the agricultural industry and on the Association's vision and values.

Qualifications & Experience:

- Bachelor's Degree required in Public Relations, Communications, or related field.
- Minimum of 5 years of experience in membership management, stakeholder engagement, public relations and business development, including securing sponsorships and building external partnerships.
- 3-5 years of experience providing leadership, guidance and direction in a team environment.
- Demonstrated experience in growing membership/client base and strengthening membership/client satisfaction and retention.
- Demonstrates excellent oral and written communication skills to interact effectively with colleagues, members, and partners outside the organization.
- Demonstrate problem solving skills with stakeholders, anticipate needs, determine priorities and meet deadlines.
- Friendly, flexible, and have a positive attitude, with a curiosity and passion towards Ontario agriculture.

- Strong organization, prioritization and time management skills with the ability to manage multiple projects at one time.
- Excels in a dynamic fast-paced environment and demonstrates strong problem-solving abilities
- Highly resilient, agile and results oriented with ability to develop growth strategies and guide execution.
- Proficient in Microsoft Office suite of applications
- Strong analytical skills with ability to define problems quickly, assess and determine appropriate resolution.
- 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 to represent OSCIA at professional conferences, leadership meetings, and in the normal course of membership development activities and have a willingness to work outside of normal office hours, when required (events, meetings etc.).

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 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!