



As the only Canadian National Agri-Retail Association, we produce programs and services, protect members' rights and interests and are a proud, active supporter of the agriculture industry. CAAR represents agri-retailers who actively support Canadian growers in the production of the highest quality food possible by protecting food quality, farm productivity, and the long term sustainability of our industry.

Communications Manager
Winnipeg, MB
12-15 month full time term

Reporting to the Executive Director, The Communications Manager is the primary lead of the CAAR brand to the public and its membership

Duties and Responsibilities:

- Lead development of all CAAR communications
- Responsible for CAAR's annual conference strategy, tactics, and deliverables.
- Own and update CAAR's brand policy and guidelines including articles, presentations, trademarks & logos.
- Centre point of contact for the Communicator magazine, The Network and Annual Report
- Website responsibilities which include: content, design, functionality, maintenance, Board member secure sites and access to third party services to members
- Manage advertising placement in CAAR publications and web site
- Responsible for managing CAAR's Twitter and LinkedIn accounts
- Design and development of Sales & Marketing materials.
- Work closely with external marketing agency
- Oversee and approve all production of CAAR communications and media
- Event planning including Board of Director Meetings, Training, and annual Conference
- In collaboration with the Executive Director, assist with the implementation of the annual development plan
- Participate in the development of CAAR long term and short term strategy plan
- Work closely with Sales & Marketing Manager to identify opportunities of: membership, communications and publications, conference and training.

Qualifications:

- Post-secondary education in Marketing, Communications or Creative design.
- Proficient in Microsoft Office Suite & CRM software
- Minimum 3 years' experience in a Communications position
- Experience in event planning
- Experience working in Marketing, Communications, and Advertising
- Experience in managing multiple projects
- Experience in Agriculture is an asset

Please submit resume and cover letter no later than December 17, 2018 to CAAR Careers at: info@caar.org

We thank all those that apply, but only applicants that meet the qualifications will be contacted for an interview.