



Public Relations Officer

Public Affairs Unit

Location: Ottawa, ON

Reporting to the Director of Public Affairs, the Public Relations Officer is primarily responsible for developing and implementing the CFC Public Relations Strategy within a team environment.

Given the synergy between the public relations and government relations programs, the Public Relations Officer will also provide support where needed to CFC's Government Relations team to implement CFC's Government Relations program.

Key Responsibilities

Public Relations Strategy

The Public Relations Officer will work with the Director of Public Affairs to achieve goals related to the Public Relations Strategy for CFC. Responsibilities involved include, but are not limited to the following:

- Ensure consistency and clarity throughout all messaging and that all related projects reflect the vision, strategic goals and mission of CFC's Public Relations Strategy and of CFC in general
- Develop CFC's key messages to the sector and the general public, particularly through the management of The Inside Coop network on Instagram and Twitter
- Develop campaigns to highlight the Canadian chicken sector and its farmers
 - This involves the creation of video content, interactive social media posts, infographics, content provided by farmers, etc.
 - This also includes annual, larger scale on-farm video productions highlighting farm families
- Liaise with Public Relations strategy consultants and other CFC staff to help implement individual campaigns as required
- Monitor social media activities and participate as an active farmer social media voice for the chicken sector
- Continue content creating and hosting The Inside Coop podcast; editing skills an asset
- Maintain a robust online presence

- Coordinate with provincial boards and industry stakeholders on the creation of content
- Plan the Public Relations Strategy for the year ensuring it complements CFC's Strategic Plan
- Manage initiatives within the Public Relations Strategy budget

Program Coordination

- Manage CFC's Young Farmers Program. This includes:
 - Creation of learning opportunities for young farmers (online and in-person) such as industry orientation, social media training, and relationship building
 - Event attendance and engagement
 - Management of annual application process and selection of new cohort to the program
- Lead the Women in Agriculture project. This includes:
 - Working with outside partners on a women in agriculture initiative that aims to create a framework for engaging more female producers in the sector – particularly in the areas of governance, communications, recruitment
 - Developing an action plan and create a longer-term strategy on how to engage and promote more women farmers in the Canadian chicken sector
 - Performing a research study in women's participation in the Canadian chicken sector to understand where the sector has come from and is going
- Develop resources and promote training programs for farmers focused on mental health. This will include:
 - Working with outside partners
 - Creation of online and sharable content

Other Partnerships

- Act as CFC lead with the Swimming Canada partnership. This includes:
 - Regular updates on initiatives
 - Planning of activations and events between farmers and athletes
 - Creation of online and other public-facing content in support of the partnership
 - Help promote athletes during national events, and Olympic and Paralympic Games, while following promotion and advertising guidelines



- Lead and seek out other community partnerships

Government Relations Support

The Public Relations Officer will work closely with the rest of the Public Affairs Unit to support, CFC's Government Relations Strategy. Responsibilities involved include, but are not limited to the following:

- CFC Lobby Day
 - Assist with the planning and execution of CFC's Lobby Day. This may include attending meetings, working at receptions, and helping develop and organize materials.
- The planning, attending, or execution of agriculture-related events such as the Downtown Diner, Canada's Agriculture Day, Federation of Canadian Municipalities' Conference
 - Creation of social media content surrounding these events
- Support with the execution of an election strategy
- Assist in editing and formatting submissions and presentations to government, where needed

The Public Relations Officer will carry out all other duties as assigned by the Director of Public Affairs and/or the Executive Director to help CFC meet its strategic plan objectives.

Education, Competencies and Experience

- Bilingualism required (English/French)
- Post-secondary education in either public relations, communications, public policy, marketing required or similar experience
- Candidate is required to be prepared and willing to travel within Canada (dependent on Public Health restrictions)
- Flexibility to work evenings or weekends, when needed

Please state your salary expectations in your covering email/letter.

Chicken Farmers of Canada (CFC) encourages applications from all qualified candidates. Please contact the Director of Human Resources & Administration if you need accommodation at any stage of the application process.

