



Agricultural Manufacturers of Canada

Job Description: Manager, Marketing and Communications

Key Responsibilities:

- Responsible for informing and enforcing proper adherence to corporate brand use and promotion (ie: standard format of all AMC letterhead, electronic signatures, use of AMC's logo, corporate logo, font, color and style).
- Develop a strategic communications plan annually that provides an overview of our regular publications including how they are aligned and provide valuable but timely information to members.
- Lead development of an annual marketing and communications plan including budget for advertising and marketing opportunities.
- Assess and lead the development of communication tools to inform members of events. The tools currently employed include the following: bi-annual magazine, bi-monthly electronic newsletters, membership directory and email blasts (usually from the President after elections, provincial / federal budgets).
- Ensure the information in our publications is valid and accurate. These include: AMC Directory, AMC e-newsletter and Bi-Annual Implement Success Magazine.
- Help assess, develop and manage tools to engage our members including our presence in social media.
- Seek out public relations and marketing opportunities to increase the visibility of our members and our association.
- Serve as a professional ambassador of the association and liaison with industry members and key partners including Naylor Publishing.
- Special projects as assigned from time to time by the President.

Website Responsibilities:

- Help develop and maintain platforms for e-commerce on AMC's website. This will include the redesign of our website in 2016.
- Responsible for content on AMC's website.
- Monitor and report on key performance indicators related to the website and our presence in social media.

Membership and Member Relations

- Assess members' needs and respond to enquiries regarding the association/industry services and events.
- Identify new revenue opportunities aligned with our strategic plan.
- Develop a plan and tools to regularly interact with appropriate marketing and communications colleagues in our member companies.
- Be aware of and generate new memberships including contacting and soliciting new members (regular and associate memberships).



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Event Management:

- Help plan, organize and coordinate the annual convention, provincial meetings, training seminars and related events.
- Be the main contact and manage our space at the Louisville Farm Show.

Key Qualities:

- Customer-focused - seeks to consistently provide value to members.
- Desire to be part of a small but effective team.
- Excellent written and verbal communication skills.
- A team player who is self-motivated.

Employment Terms and Conditions:

- Full time ~ 40 hours/week. Our standard work week is Monday to Friday, from 8:00 a.m. to 5:00 p.m. but with meetings/conventions and other work related events, there is flexibility in how the 40 hours are filled.
- Located primarily in Regina ~20% of your time will be spent travelling to meet with members in Canada.
- Salary is \$50-65K depending on the final candidates experience and education. You will also receive full health and dental benefits as well as the opportunity to participate in our 5% RRSP matching program.
- Reports directly to the President.
- Must adhere to AMC Policies and Procedures.

To apply:

- Please send your cover letter and CV to Leah Olson: leah@a-m-c.ca
- All applications will be kept in confidence.