



EMPLOYMENT OPPORTUNITY

Employer: BC Turkey Marketing Board

Title: Marketing, Events, and Communications Coordinator

Employment Type: Part-time, 20 to 25 hours per week

Location: Surrey, BC

Overview

The BC Turkey Marketing Board (BCTMB) is the first instance regulator for the BC turkey industry. The Board has the authority to regulate the production of all turkey grown for either meat or eggs in British Columbia. Any entity that grows more than the allotted 50 turkeys per year for personal consumption is subject to the Board's Order and Regulations. Under the Natural Products Marketing (B.C.) Act and the BC Turkey Marketing Scheme, the BC Turkey Marketing Board:

- Licenses turkey farmers, hatcheries, and processors;
- Sets the minimum live price for turkey in negotiations with processors;
- Maintains a quota system; and,
- Promotes turkey products.

The BC Turkey Marketing Board (BCTMB) is looking to hire a Marketing and Communications Coordinator. The ideal candidate for this position has a genuine interest in supporting the BC agriculture sector. They have experience organizing meetings and keeping minutes and detailed records of activities. They communicate clearly and have experience using a variety of communication and marketing tools. They are self-motivated to learn and are keen to perform their job well.

Duties and Responsibilities

- Develops and implements regular communication to stakeholders through newsletters, the online grower portal, and other electronic/print media
- Contributes to and implements BC Turkey's marketing plan
- Ensures the BC Turkey website is accessible, informative, and easy to navigate
- Builds and maintains the BC Turkey brand through various channels including social media
- Establishes a tracking system for marketing campaigns and online activities
- Conducts research to identify marketing opportunities
- Manages vendors and contracts for marketing and promotions
- Monitors incoming communications and distributes information to growers as needed
- Works with a variety of stakeholders to plan and execute events including: annual conference and AGM, annual charity golf tournament, grower workshops, and grower meetings

- Takes meeting minutes/notes and completes required post-meeting follow-up

Essential Qualifications & Experience

- 3+ years' work experience in a relevant field
- Excellent MS 365 skills including Excel, Word, and Outlook
- Experience using WordPress or similar to develop and maintain a website
- Experience with social media and digital communications platforms
- Experience planning and executing large events (100+ attendees)
- Able to work well in a team and independently
- Able to build and maintain relationships with stakeholders
- Well-organized particularly in document and time management
- Shows initiative
- Communicates effectively and clearly
- Can multi-task and prioritize their workload
- Detail oriented

Interested candidates should email their resume to info@bcturkey.com. Resumes will be reviewed as they are received.