



Industry Relations Specialist

The Ontario Sheep Farmers is seeking a highly motivated, passionate individual for the position of Industry Relations Specialist. This position is responsible for the communications and stakeholder relations portfolios of the OSF. This includes production of the Ontario Sheep News Magazine and execution of the OSF producer communications strategy. It also includes ongoing relationship building with the lamb value chain and promotion of lamb through social media, retail and consumer events.

Ontario Sheep News magazine

- Editorial responsibility, conduct interviews as required and prepare articles
- Coordinate layout with advertisements and act as key contact with magazine designer
- Coordinate with the outside sales associate for advertising sales

Sheep Producer Communications

- Development of content for:
 - The bi-weekly Messenger email newsletter
 - Monthly podcast
 - Regular social media and website updates

Lamb Promotion

- Work with processors and retailers to promote Ontario lamb in stores and at events
- Development of content for:
 - The LambRecipes.ca website
 - Regular social media updates
- Conduct market research to support lamb promotion

Other Responsibilities

- Liaise with other agriculture commodity organizations to ensure effective and coordinated communications on issues affecting the sheep industry and agriculture in general
- Attend tradeshow, events and other industry meetings where necessary
- Assist with preparation of professional presentation materials for the staff and the board of OSF
- Tradeshow and event administration and tradeshow attendance
- Maintenance of promotional material inventory and distribution of materials
- Design of marketing and promotional materials
- Assistance in Annual General Meeting and Convention preparations
- Seek new opportunities to communicate with members and industry stakeholders

**Required Knowledge, Skills and Abilities**

- Demonstrates strong writing and editing skills
- Communicates clearly and effectively
- Possesses strong organizational skills and manages time efficiently
- Is detail-oriented
- Is familiar with publishing programs

Qualifications

- Post secondary education in a related field
- 5 years of experience in communications, marketing or event management
- Agriculture background and/or strong understanding of Ontario agriculture, an asset
- Must possess a valid driver's licence and have access to a vehicle
- Flexibility to travel and willingness to work outside of normal office hours when the circumstances require

This position can be in-person, virtual or hybrid depending on the candidate.

If you are interested in this position, please submit your resume and cover letter to the attention of Erin Morgan, OSF Executive Director via email (emorgan@ontariosheep.org) no later than February 16, 2024.

OSF thanks you for your interest and advises that only those candidates under consideration will be contacted.