



## Canadian Angus Association

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### **Director of Field Service—Job Posting**

*Please note: this position is open to a junior or senior member of the team. We encourage all qualified applicants to apply.*

If you are hardworking, dedicated, like to take initiative and do not let your job description limit your accomplishments, the Canadian Angus Association has an exciting job opportunity for you.

The Director of Field Service helps position the Canadian Angus Association (CAA) at the forefront of Canada's national beef production industry. Working cross-functionally with Marketing, Science and Technology, and the CEO, the Director of Field Service will leverage their expertise to ensure strategic growth initiatives are translated into actionable sales activities with best-in-class service operations.

The Director of Field Service will build relationships with and support CAA members, partners, and industry, providing quality customer service and discovering opportunities leading to growth. (S)He will help build and perform within a strategic business plan to advance the Association's mission and vision statements. His/her passion for the agricultural industry, sound technical knowledge, understanding of scientific concepts and marketing practices, as well as project management skills, will ensure the CAA continues to grow and deliver exceptional service and programming.

#### **Responsibilities include but are not limited to:**

##### **External Relations**

- Plan, develop and implement short and long-term objectives and plans, including strategies for generating growth and promotion of the Angus breed, identifying and respecting current sector and industry conditions
- Promote and represent the Association through participation at conferences, formal functions, industry meetings and events, including making presentations
- Represent the CAA in Western Canada (Alberta and British Columbia) as well as nationally and internationally from time to time; approximate travel will be 25% to 45% (varies at times throughout the annual cycle)
- Attend and support Canadian Junior Angus as well as regional Angus association meetings, events and initiatives
- Act as an in-house reporter for the Canadian Angus Association annual magazine, Angus Life, as well as our YouTube channel, Angus Broadcasting Canada; conducting interviews, writing stories, taking photos and recording videos
- Understand target markets, including industry, members, commercial producers and consumers, and which strategies can be used to attract and engage customers in each market
- Liaise with members and commercial producers to facilitate understanding of CAA breed developments, science and technology concepts, programming, and registration processes for their specific operations

## **Industry Partnerships**

- Develop and maintain partnerships within the beef industry as well as outside the beef industry that provide financial benefit for the CAA and/or further the goals of the CAA
- Build strong stakeholder relationships with key contacts
- Achieve sponsorships on behalf of the CAA, both cash and in-kind

## **Sales**

- Promote and increase interest in Canadian Angus products and services among both members and commercial producers
- Promote and sell advertising opportunities in various CAA properties including Angus Life magazine and Angus Broadcasting Canada
- Grow Canadian Angus green tag program sales
- Assist in the growth of CAA programs

## **Administration**

- Administer and promote CAA programs
- Measure and analyze the success of programs and initiatives
- Develop and manage special projects as required, including research assignments, presentations and project documents for marketing and communications, sales, and business development initiatives
- Liaise with regional Angus associations, specifically Alberta and British Columbia, to answer questions, assist in reporting, and attend regional meetings
- Produce reports and statistics
- Understand CAA data entry systems, programs and technology, and able to educate, train and promote their uses in the field
- Prepare presentations, sponsorship requests, partnership contracts, reports and other documents
- Attend and/or chair meetings as required
- Other duties as required

## **Qualifications Include:**

The ideal candidate will have the following knowledge and skills:

- Be a self-motivated, self-starting, independent worker who, by being a dedicated team player, enhances team atmosphere and outcomes with optimism, understanding and cooperation
- Demonstrated success in managing multiple, complex projects and changing priorities, making sound decisions, and working effectively
- Track record of success with cross-functional teams, driving change and implementing new processes that significantly improve sales effectiveness
- Strong analytical and problem-solving skills; ability to break down complex problems into the key elements to fix or address
- Proven project management skills, particularly with complicated cross-functional programs and projects on time and within the budget
- Strong understanding of tools and technology currently available in the beef industry
- A collaborative approach to getting things done; ability to work cross-functionally and align stakeholders around common goals; facilitation and peer leadership skills
- Executive-level presence with excellent written and verbal communication skills at all levels both within and outside the organization
- Ability to effectively network with members, partner services and other groups to grow and understand the needs of those groups and to enhance the CAA strategic plan
- Experience in contract negotiation

- Ability to develop financial plans and manage resources
- Knowledge of public relations principles and practices
- Strong communication skills and ability to deliver a variety of presentations through different mediums, for example public speaking, written articles and social media posts, ranging from one-on-one discussions to colleagues and large group settings
- Ability to effectively use technology including a smartphone, tablet, laptop, social media, Microsoft Office suite of programs, etc.
- Position will require a flexible schedule that includes travel; successful candidate must be able to coordinate own travel logistics, including national air travel, as needed
- Strong problem identification and problem resolution skills
- Experience in sales operational and leadership roles or related experience in management consulting would be considered an asset
- Must have valid driver's license, with no prior vehicle impairments or convictions
- Background or work experience in the beef industry required
- A focus on business, marketing or science within an agriculture-related program is preferred
- A university degree or college diploma in business, marketing or science within an agriculture-related program is preferred but is not essential

**Benefits/Compensation:**

- Competitive salary
- Group benefits and RRSP matching
- Laptop, cell phone and all other technology required for the job will be provided

**Physical Demands:**

To perform this job successfully, the physical demands listed are representative of those that must be met by an employee. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit, stand, use a laptop/computer or walk. The employee may occasionally lift items as heavy as 25 lbs. Specific vision abilities may include the employee's ability to see near and far distances.

**Working Conditions:**

This position is based at Angus Central, the national Canadian Angus headquarters located north of Calgary in Rocky View County, Alberta. Regular hours of work are Monday–Friday, 7:30 a.m.–4:00 p.m. The Director of Business Development, Western Canada has the flexibility of working remotely at times. Weekend and evening work as well as regular overnight or extended periods of travel will be required from time to time.

**To Apply:**

If you meet the above qualifications and are excited to join our team, then please send your resume to [ayuen@cdnangus.ca](mailto:ayuen@cdnangus.ca), quoting “Director of Field Service” in the subject line. This posting will remain open until a suitable candidate is found.

We thank all applicants in advance but only those selected for an interview will be contacted.

**Canadian Angus Association is an Equal Employment Opportunity Employer:**

Female/Sexual Orientation/Gender Identity/Minority/Veteran/Disabled. Canadian Angus Association is proudly committed to ensuring equitable hiring practices and believes in giving each and every applicant an equal opportunity to succeed on his or her own merit. Canadian Angus Association strives to ensure that all recruiting processes are non-discriminatory and barrier-free and will provide accommodations

throughout the recruitment process to applicants with disabilities. If you are selected to participate in our recruitment process, please inform either the Director of Administration or the CEO of the nature of the accommodation(s) that you may require. Information received relating to accommodation needs of applicants will be addressed confidentially.

*The Canadian Angus Association is Canada's largest purebred beef breed organization. The Association represents more than 2,000 members across Canada for the purposes of registering and recording the pedigrees of purebred Angus cattle in the closed Herd Book and promoting the breed across Canada.*