



With annual revenues of \$2.1 billion and representing approximately 3,500 Ontario dairy farm businesses, Dairy Farmers of Ontario (DFO) is the province's largest agricultural marketing organization. In its operations, transportation and marketing roles, this non-profit organization is an essential partner in the Canadian dairy industry.

Communications Specialist

As part of the communications team, the Communications Specialist will effectively communicate Dairy Farmers of Ontario's (DFO) messages, as well as provide timely and accurate information to producers and industry stakeholders, using various communication vehicles. The ideal candidate will be organized and able to multitask, demonstrating good judgement and professionalism when representing DFO and dealing with staff and the public.

The following qualifications and skills are required:

- Bachelor's degree or diploma in communications, journalism, public relations, marketing or similar field;
- 3 to 5 years' experience in the communications field;
- Excellent writing, editing and content development skills;
- Demonstrated experience in media relations and crisis communications, communications strategy;
- Strong ability to distill complex subject matter into plain language;
- Experience using social media in a professional environment;
- Proficiency in Microsoft Office and Adobe Creative Suite;
- Graphic design/photo and video editing experience with Photoshop and InDesign an asset;
- Strong organizational skills, able to handle multiple projects at one time;
- Bilingual in English and French an asset; and
- Dairy/agriculture industry knowledge an asset.

Overview of the job responsibilities:

Communications

1. Develop, create and post content consistent with the organization's style guide and brand guidelines for various audiences, while supporting internal and external communications needs and protecting DFO's reputation.
2. Write, edit, and proofread communication products (comms plans, messaging, Q&A, issue and briefing notes, media responses, articles, presentations, remarks, LinkedIn posts, etc.) for internal and external audiences.
3. As needed, provide design, formatting and layout support for DFO communications vehicles.
4. Cover and report on DFO and industry events for DFO's communications vehicles.

Media relations support

1. Triage and develop approved responses to media inquiries.
2. Complete daily media scan reporting and email distribution as assigned.
3. Track and monitor media coverage of key issues in domestic and international news cycles; flagging stories of importance and where appropriate, identifying opportunities for intervention.

As of May 2, 2022, to comply with DFO's COVID-19 vaccination policy, all employees must be fully vaccinated and prepared to show proof of vaccination. In keeping with this policy, successful candidates will need to provide proof of vaccination prior to their first day of work. Accommodations for successful candidates unable to be vaccinated following human rights and other applicable laws will be considered.

This is a full-time permanent position at DFO's Head Office in Mississauga. Hybrid working arrangements will be considered.

DFO offers a competitive salary, an attractive benefits package, good work/life balance and opportunities for professional development.

Interested applicants need to submit a cover letter and resume by **June 27, 2022** to:
human_resources@milk.org

Dairy Farmers of Ontario maintains an accommodation policy and will provide accommodation to job applicants with disabilities during the hiring process. Please contact us should you require an accommodation.

We thank you for your interest. Only those applicants selected for an interview will be contacted.