



Senior Creative Content Producer

Communications

Reporting to the Manager of Communications, the Senior Creative Content Producer is responsible for assisting in the development of CFC's Consumer Relations Strategy, as well as specific aspects of the Communications Strategy.

We are seeking an experienced storyteller and creator who is excited by the opportunity to develop and produce fun, and occasionally sassy, original content to educate consumers about the benefit of Canadian chicken and the hard work done by the farmers who raise it. If you're passionate about telling the world about a great Canadian success story, join our team.

Key Responsibilities

The Story

Canadians love Canadian chicken.

Chicken Farmers of Canada ensures that Canadians have access to Canada's number one safe, well-raised, and sustainable protein. While we represent Canada's 2,800 chicken farmers, we also keep consumers in the know about who we are and what we do.

We tell our consumer-facing stories from two perspectives: A "Love Your Chicken" perspective, where chicken is as a great choice for Canadians and their families, and a "Love Your Farmer" perspective, where support for Canadian chicken farmers and how they do what they do is celebrated.

Wrapping the two streams into a package is the *Raised by a Canadian Farmer* brand, a targeted brand strategy that promotes a message of quality, country of origin, animal care, food safety, sustainability, and farmer trust.

This branding strategy is a part of almost all the consumer-facing stories we tell.

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www.chicken.ca
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The Storyteller – That’s You!

The Senior Content Producer will work closely with the Consumer Relations team to drive the creation and implementation of original content ideas and engaging storytelling for all channels, from print, to digital, to social, and more!

As a part of this goal, this position will be responsible for writing exciting and engaging content for the three websites owned by Chicken Farmers of Canada (www.chicken.ca, and to a lesser extent www.chickenfarmers.ca, and www.letstalkchicken.ca). There will also be an editorial role to be played in managing the entire chicken.ca site.

Almost all content created for a consumer-based audience will incorporate the newly launched *Raised by a Canadian Farmer* brand, adhere to the overall branding strategy and messaging, and promote specific items within the editorial calendar.

The Senior Content Producer will also work closely with the Senior Consumer Relations Officer, and CFC’s social media and digital consultants, to ensure that content posted on all platforms is engaging, consistent with the editorial calendar and aligned with digital and social media strategies.

The Senior Content Producer will write and/or approve scripts for videos developed for CFC’s consumer-facing audiences and put together stories to be distributed on our various social platforms. This may include providing input and approvals to video content being developed by other units.

Critical to this position is the ability to switch voices, to meet the needs of the audiences taking in the information.

While external videographers produce a great deal of the video content for CFC, the person filling this role will also shoot short videos for Instagram, Facebook, and other platforms, and serve as a consistent ‘host’ on camera, if required. This might include items like a brief farm tour with one of our farmers, or an interview with a chef who prepares recipes, interviews with nutritionists, trade shows, etc.

This role will also include maintaining CFC’s YouTube channel to ensure that the content is well managed, that the home page is regularly updated, and that specific content is featured.

The person filling this role will also attend 4-6 specific trade shows across the country where Chicken Farmers of Canada and the *Raised by a Canadian Farmer* brand are featured. This will provide excellent opportunities to create content, and as important, allows CFC to message to consumers, health professionals and value chain stakeholders.



There are also exciting special projects and initiatives, which will require support from the Senior Content Producer, working closely with the Manager of Communications. The Senior Content Producer will ensure that the content portion of these projects are implemented in keeping with the strategic objectives.

Other tasks may be assigned by the Manager of Communications, or the Executive Director.

Education, Competencies and Experience

- Degree in Journalism (or equivalent experience)
- 4-7 years' experience in developing consumer-facing content for digital and social platforms, or working in related areas, including experience creating informative or educational content
- Ability to host, produce, and edit short videos, add subtitles where required, and promote on social channels
- Extremely strong oral communicator in both official languages (written skills in both languages considered an asset)
- Exceptional critical thinking skills
- Knowledge of Microsoft Office
- Strong social media knowledge
- Strong video recording and editing software knowledge
- Ability to collaborate effectively with different teams and execute their visions on emerging platforms and media

Differentiating Accountabilities Include

- Highly motivated self-starter
- Understanding of SEO an asset
- Excellent organizational and time management skills
- Ability to manage multiple projects at one time
- Ability to work collaboratively in a team environment
- Quick to adapt and learn
- Detail oriented
- Creative and strategic

Please state your salary expectations in your covering email/letter and send to hr@chicken.ca

Chicken Farmers of Canada (CFC) encourages applications from all qualified candidates. Please contact Lisa Riopelle if you need accommodation at any stage of the application process.

