

Canadian Centre Food Integrity (CCFI) Seeks a Research & Membership Coordinator

Are you passionate about public trust in food and farming with a strong interest in understanding consumers?

Do you consider yourself a positive, collaborative thinker who enjoys working on a small fast-paced team?

Then we have an opportunity for you with the new Canadian Centre for Food Integrity!

Consumers have questions about food — where it comes from, who's producing it and how. Their healthy curiosity and skepticism is why we exist. It's not about supporting a certain outcome. We don't lobby or advocate on behalf of any brand or company or food production method. We simply want to make sure that consumers — in an environment where they are bombarded with contradictions — have the balanced information they need. The place we begin is to better understand the Canadian public and their views and expectations of our food and how it's produced.

The Canadian Centre for Food Integrity is a service provider that helps Canada's food system earn public trust by providing research, resources, dialogue and training.

We're a not-for-profit charitable organization whose members and partners represent the diversity of today's food system — from farmers, ranchers, foodies and food companies to universities, non-governmental organizations, restaurants, retailers and food processors. Newly launched in 2016, CCFI develops and implements strategies that serve to build public trust and confidence in the food system.

Specifically, we:

- Conduct and share research related to public trust in food and farming, with results communicated broadly;
- Create resources that can be shared by the food system to earn trust;
- Coordinate forums for thought leaders from across the food system to connect, learn and advance public trust building;
- Provide training and coaching to help Canada's food system earn trust.

All accomplished best by building and maintaining strong and lasting relationships with members and many stakeholders from across the food system from coast to coast.

Reporting to the CEO, with line reporting to the COO, the Research & Membership Coordinator is an important new member of the Canadian Centre for Food Integrity team. The Research & Membership Coordinator will oversee and coordinate the public trust research and member relationship strategies, as outlined in the CCFI business plan.

If you are the successful candidate, you will be responsible for developing the CCFI public trust research portfolio and translating a broader base of related consumer trend research into engaging presentations and actionable reports. You will be responsible for identifying gaps and providing recommendations to build public trust in Canada's food system. You will also communicate these results to various audiences across many channels with engaging approaches.

Member and partner relations is a key element to CCFI's success. If you are the successful candidate, you will be responsible for developing the CCFI member relations strategy and be the primary member relations contact for the organization as we work to grow our foundation of support in the future.

Qualifications:

The successful candidate must have post-secondary education with a Bachelor degree in business, consumer studies, public relations or related fields with a passion for consumers, food and/or agriculture. A minimum of 5 years' experience in a coordination or management role is preferred. The successful candidate needs exceptional presentation, communication and written skills.

- Proven experience in coordinating research, formulating reports, developing and delivering high-level presentations
- Ability to interpret consumer trends and how they affect trust and related topics like transparency, credibility and overall effective communications
- Outstanding customer/member relationship management skills and abilities, with experience in member or customer relations
- Excellent organizational and communication abilities, with aptitude in decision making and problem solving
- An ability to communicate in both official languages would be viewed as an asset
- An ability to work in an Office365 environment

This is a full-time position in Guelph, Ontario commencing early in 2018.

Please submit your resume, cover letter, three references and expected salary range by noon on Tuesday January 30, 2018 to resumes@foodintegrity.ca No phone calls please. We thank all applicants, but only chosen candidates will be contacted.