



Soy Canada is a national association representing every group involved in the development, production, handling, processing and distribution of Canadian soybeans. Formed in 2014 after the amalgamation of the Canadian Soybean Council and the Canadian Soybean Exporters Association, Soy Canada has established one strong, clear voice for the industry.

The Executive Director will lead the organization's efforts to foster communication, collaboration and knowledge across the value-chain. This important leadership role is responsible for influencing policy development to expand domestic and global markets and improving the quality of Canadian commodity and food grade soybean production.

## Executive Director, Soy Canada

Ottawa, Ontario

Reporting to the Board of Directors, you will:

- Continue to build Soy Canada's government and member relations by working closely with each group, sector stakeholders and other trade associations to align industry messages and issues management
- Communicate with senior level government officials, industry leaders and primary producers to build consensus, forge alliances and influence public policy impacting Canadian agriculture and global markets
- Expand the organization's membership base throughout the Canadian soybean value-chain to increase and diversify revenues, sector exposure, and opportunities for domestic collaboration
- Be up to date on industry news, trends and government policy, and use instinct, intuition and scientific knowledge to make sound decisions that benefit member firms and primary producers
- Work closely with the Board to establish measurable and attainable strategic and operational plans for the organization and soybean sector that are developed from sound data and analysis
- Manage, maintain and improve the internal and human resource policies for the organization, including compensation structures and hiring and staff dismissal as required
- Develop workflow systems leading to high performance outcomes for the Board and staff, including performance planning, project management, and public and media relations
- Establish annual operating budgets, financial plans and forecasts; subject to Board approval

Your background includes:

- An undergraduate degree in Agriculture, Agri-business or Agriculture Economics, or a related discipline. A graduate degree in an Agriculture, a related field, or an MBA are an asset
- 5+ years of senior management experience within the private, public and/or non-profit sectors, combined with experience navigating complex regulatory environments and government relations
- A broad network of contacts across the agriculture industry and within various Canadian academic institutions, government agencies and business communities
- A proven capacity to collaboratively develop and advance strategic initiatives with a Board of Directors, and a good understanding of governance best-practices
- Experience in business administration, fiscal management, organizational leadership and staff development
- Excellent oral and written communication abilities, presentation skills and experience with media relations and public relations. Bilingual English and French language skills are an asset

Travel is required for this leadership role, primarily within Canada but occasionally internationally.

**Applications will be accepted until January 18<sup>th</sup>, 2021 at 5pm EST.**

# LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at [bmc@litherlandco.com](mailto:bmc@litherlandco.com) or by phone at 416-868-4888 Ext. 5 quoting "Executive Director #201120"