

Alberta Barley Commission – Job Posting

Communications Assistant

The Alberta Barley Commission is a farmer-run organization that represents the province's 17,000 barley producers. With a focus on research, market development and policy, the organization is dedicated to enhancing the profitability and growth of the barley industry. One way the Commission does this is through providing farmers with the best and most current information possible.

The Commission has an exciting entry-level position open for a Communications Assistant with strong writing, editing and organizational skills combined with a passion for improving their craft as a communicator. The ideal candidate should possess a degree or diploma in English, Journalism or Communication Studies. Candidates must have a minimum of one to three years of related experience. A background in the agricultural sector would be preferred, but is not required.

Reporting to the Communications Manager, specific duties include:

Writing & Newspaper Production:

- Research and write stories for *Barley Country*, the Commission's newspaper, as well as assist with copy editing, layout, design and production
- Coordinate advertising for *Barley Country*
- Internal communications as needed

Media Relations:

- Media monitoring and reporting
- Write news releases and coordinate/manage their distribution
- Handle media enquiries and arrange interviews as needed

Website:

- Maintain and update the Commission website
- Ensure content is accurate and frequently updated
- Assist in the development and coordination of three new websites

Social Media:

- Tweet about barley for farmers, and to promote the consumption of food barley
- Continually increase and engage our followers
- Use social media for news releases in conjunction with traditional mediums
- Develop and distribute an internal e-newsletter

Other:

- Basic design and layout work
- Create PowerPoint presentations
- Help research and write the Annual Report
- Assist with communication projects and tasks as needed

Qualifications:

This is a job with lots of opportunity for growth. Candidates should apply for this position if they ...

- Love to write and want to build a portfolio
- Are a creative person with excellent research skills
- Have solid understanding of CP style
- Know MS Word like the back of their hand and are very comfortable with the whole MS Office family
- Have great CS 5 skills—especially when it comes to InDesign
- Are experienced in developing web content and maintaining websites
- Thrive on deadlines
- Enjoy working on multiple projects at one time
- Have previous print journalism production experience
- Actively use a twitter account
- Know when to work independently and when to ask for help
- Have a fierce attention to detail
- Want to learn to be the best writer/communicator they can be

Compensation & Benefits:

- \$35,000–\$40,000 annually, plus a yearly performance-based bonus
- Extended health benefits plus opportunities for travel and professional development after three months
- Salary will be reviewed upon completion of a three-month probationary period

To Apply:

Only resumes with cover letters will be accepted. Cover letters should: outline why candidates would be excited to work in the agricultural sector; name at least three of the biggest news stories/topics in agriculture at the moment; and include salary expectations. A reasonable number of writing samples are welcomed.

Please send your cover letter and resume to **Communications Manager Anne-Marie Bruzga Luchak**: aluchak@albertabarley.com.

No phone calls please. Only those candidates called for interviews will be contacted.

Deadline: Monday, February 13, 2012 by 12 p.m.