



With annual revenues of \$2.1 billion and representing approximately 3,700 Ontario dairy farm businesses, Dairy Farmers of Ontario (DFO) is the province's largest agricultural marketing organization. In its production, transportation and marketing roles, this non-profit organization is an essential partner in the Canadian dairy industry.

## Communications Specialist

Reporting to the Managing Editor, the Communications Specialist will work with the editorial team to 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.

DFO seeks a Communications Specialist that is organized, and able to multitask and prioritize competing requests on multiple platforms; one that demonstrates good judgement and acts professionally when representing DFO and dealing with staff and the public.

The successful candidate will possess the following qualifications and requirements:

- Post-secondary education, preferably in communications, public relations or journalism;
- 2-4 years' work experience in the communications field, preferably from like industry;
- Proficiency in Microsoft Office and Adobe Creative Suite;
- Strong graphic design skills;
- Excellent writing and editing skills, and evidence of published articles;
- Strong ability to transform complex subject matter into plain language;
- Experience using social media in a professional environment;
- Bilingual in English and French an asset; and
- Dairy/agriculture industry knowledge an asset.

Overview of the job responsibilities:

- As part of the editorial team, assist with writing, designing and distributing editorial and communication material, including newsletters, promotional and corporate brochures, memos and letters, and fact sheets for various audiences;
- Assist with researching and writing news and feature-length articles for the monthly *Milk Producer* magazine to inform producers of relevant information;
- Collaborate in developing responses to common inquiries and requests for information from industry, producers, agricultural organizations, government and consumers regarding DFO programs, milk products, quality concerns, etc.;
- Assist editorial team with implementing DFO's social media strategies;
- Attend industry and corporate events to provide coverage and take photos, and assist with photo library development;
- Visit farms and processors to conduct interviews;
- Assist magazine staff with designing and laying out magazine, including writing heads, decks and photo cutlines;
- Maintain and continuously improve content referenced in educational tools and on DFO website, including podcasts, videos, news ticker items, feature items and information pages; and
- Identify public relations opportunities as they arise to continually promote the dairy industry and DFO.

This is a full-time permanent position at DFO's Head Office in Mississauga. DFO offers a competitive salary, an attractive benefits package, good work/life balance and opportunities for professional development.

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.

Please submit a cover letter and resume by July 30, 2018 to:

Human Resources Department  
Dairy Farmers of Ontario  
6780 Campobello Road  
Mississauga, ON L5N 2L8  
Fax: 905-821-3045  
E-mail: [human\\_resources@milk.org](mailto:human_resources@milk.org)

*Only applicants selected for an interview will be contacted.*