



Canadian Angus Association

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Position Profile - *Member Value Team Leader*

Reports to: Canadian Angus Association (CAA) Chief Executive Officer (CEO)

Position Summary:

The Member Value Team Leader will position CAA sustainably at the forefront of Canada's national seedstock sector and cattle and beef industry. (S)He will be responsible for the promotion and support of the Canadian Angus brand. This position will develop a vision and strategies for engaging members and commercial producers to grow Angus market share. The Team Leader will ensure our members have full understanding of CAA services and programs and promote this member value to non-members. They will lead CAA program planning, including development of the new strategic plan and its ongoing evaluation and development. The Team Leader will build relationships with and support CAA members, partners and industry, identifying and satisfying their needs and discovering growth opportunities. As part of a team, they will build and perform within a strategic and business plans to advance the Association's Mission Statement, Vision Statement and Member Value Proposition. The Team Leader will be a member of the Canadian Angus Leadership Team.

Primary Responsibilities:

- Build your work plan in accordance with the current CAA Strategic and Business Plans to ensure production efficiency, quality, service and cost-effective management of resources, and including the CAA Communications Strategy.
- Plan, develop and implement short and long-term objectives and plans, including strategies for generating growth and promotion of the Angus breed for the target group, identifying and respecting current sector and industry conditions.
- Lead the Branding Officer, Business Development Team, subsidiaries and affiliates to create member and partner value through program planning, creating linkage within the industry and developing new marketing opportunities.
- Participate in regular CAA staff team updates and quarterly meetings with all regional affiliate Angus associations.
- Maximize member value, increase measurable member activity and satisfaction for CAA members, including young and new members, as well as commercial industry supporters, partners and sponsors of Angus in Canada.
- Build relationships, trust and respect with members, partners, the seedstock sector and cattle and beef industry.
- Be a resource for members and commercial breeders through strategies that assist in the development of marketing plans, completing registrations, understanding EPDs, maximizing opportunity, etc., for their operations.
- Implement the new CAA mentorship program.
- Lead planning and delivery of the national convention, Carcass 101, Feedlot MIP, Gold Show and other programs.
- In collaboration with the CEO, build, support and adhere to the CAA Member Value strategy and annual budget.
- Promote and represent the Association through engagement at conferences, formal functions and industry meetings and events, often giving presentations and speaking to the Canadian Angus brand and CAA Value Proposition.
- Promote the Association to local, regional and, as needed, national and international industry agencies.
- Work as part of the CAA's Leadership Team, along with the Leaders of the Member Service and Administration Teams and the CEO, including development and ongoing review of the strategic and business plans.
- Other duties as assigned by the CEO.

***Vision** - The Canadian Angus Association exists to preserve and expand the Angus breed for Canadian cattle producers and beef consumers, providing the best opportunities for profitability today and for future generations.*

***Mission** - To maintain breed registry, breed purity and provide services that enhance the growth and position of the Angus breed.*

Knowledge and Skill Requirements

- ✓ Proven ability to lead, coach and mentor direct reports with a history of leading successful, results-oriented teams.
- ✓ Be a self-motivated, self-starting, independent worker with proven communication and problem-solving skills.
- ✓ Ability to multi-task and set and achieve measurable targets and objectives for themselves and their team members.
- ✓ Ability to ensure visibility and connection in a professional, discrete, diplomatic manner.
- ✓ Be an active participant in developing and implementing new short and long-term strategies and procedures.
- ✓ Demonstrated ability to develop financial plans and manage resources with an omnipresent 'results' focus and orientation.
- ✓ Knowledge of public relations and business development principles and practices, including measurable outcomes.
- ✓ Ability to develop and deliver effective communication through diverse mediums (e.g. public speaking, writing, social media, one-on-one discussion) to varying audiences including producers, fellow staff and members of the volunteer Board of Directors for CAA and well as subsidiaries Canadian Junior Angus and Canadian Angus Foundation.
- ✓ Demonstrated knowledge of CAA, members, breed, affiliates, partners, sector and industry.
- ✓ The successful candidate must have a flexible schedule to accommodate regular travel across Canada.
- ✓ 'Grassroots' beef cattle and agriculture production experience is an asset.
- ✓ A related university degree is preferred: agriculture, communications, business/commerce, or similar.

Working Conditions:

Work is based at Angus Central, the national Canadian Angus headquarters located north of Calgary in Rocky View, Alberta. Weekend and evening work as well as regular overnight or extended periods of travel will be required from time to time. All related business travel expenses will be reimbursed based on a fair rate schedule, including transportation, meals and accommodation. A competitive salary and benefits package will be offered, commensurate to experience.

The Canadian Angus Association is Canada's largest purebred beef breed organization. CAA represents more than 2,000 active annual members across Canada for the purpose of registering and recording the pedigrees of purebred Angus cattle in the closed Herd Book and promoting the breed across Canada. Further, CAA exists to preserve and expand the Angus breed for Canadian cattle producers and beef consumers, providing the best opportunities for profitability today and for future generations. CAA also supports its value-driven subsidiaries: Canadian Junior Angus & Canadian Angus Foundation.

The graphic features the Canadian Angus logo on the left, which consists of a stylized 'A' with a red maple leaf inside a white oval, followed by the word 'Canadian' in a small font and 'ANGUS' in a large, bold, red font. To the right of the logo, the text 'Member Value Proposition' is written in a large, white, serif font. Below the logo, a list of benefits is presented in white text: 'CAA = optimal service', '+ integrity', '+ tools', '+ pride', '+ community', and '+ leadership & vision'. At the bottom, the text '= Member Value (Profitability in Canada's #1 Beef Breed)' is written in white, with 'Member Value' in red and 'Profitability in Canada's #1 Beef Breed' in white. The background of the graphic is a dark, silhouetted image of a herd of cattle.