

Canadian Roundtable for Sustainable Beef

Position: Member Engagement and Communications Coordinator

Location: Calgary, or remote work options available

Type: Full-time, one-year contract position, with possibility of extension

Salary: Based on successful candidate

About the Job

The Member Engagement and Communications Coordinator reports to the Executive Director of the Canadian Roundtable for Sustainable Beef (CRSB) and works closely with the Marketing and Stakeholder Relations Director, staff, membership and other stakeholder organizations.

This position plays a key role in connecting and engaging with members across Canada's beef value chain. This position combines stakeholder engagement, digital communications, content creation, event planning, and storytelling to help advance, measure and communicate continuous improvement across the sector.

Responsibilities

- Build and strengthen relationships with current and prospective members
 - Strengthen member relationships through excellent service and relevant, timely communication
 - Regularly engage with members, identifying needs and providing support where required, including meeting coordination, taking notes and ensuring timely follow-up
 - Lead development, delivery and maintenance of member resources and content; develop creative ways to engage members in CRSB's work
 - Coordinate annual membership renewals, including invoicing and ensuring timely payment
 - Lead planning and execution of the Annual General Meeting, create the annual report, and coordinate engagement at industry events

- Lead CRSB's digital presence through content creation, social media management, website updates, email marketing and multimedia storytelling, while monitoring performance and identifying new opportunities to engage audiences
 - Create fresh, engaging content that keeps our member community and other stakeholders informed and connected through monthly e-updates, stakeholder and producer newsletters, and other channels
 - Monitor analytics and identify opportunities to improve audience engagement and reach
 - Identify and develop new, creative and engaging communications ideas for the organization to connect with, and meet, various audience needs across all digital channels
 - Maintain the organization's websites with current, relevant content
 - Proof and edit copy for all CRSB communications

Qualifications and Skills

Requirements

- Certificate or undergraduate degree in communications, business, agriculture, animal science or related field
- Relevant experience (three years) through employment, internships, student leadership, volunteer initiatives, research projects, or industry involvement
- Exceptional engagement and relationship building skills
- Exceptional written and verbal communication skills with high attention to detail
- Experience coordinating projects
- Experience planning successful events
- Experience with digital content creation and storytelling
- Ability to work independently and in a team setting
- Self-motivated, detail-oriented and organized with the ability to multitask, prioritize and manage time effectively
- Knowledge of, or first-hand experience, in the beef cattle industry (primary production)
- Ability to travel occasionally

Desired Skills

- Social media management and analytics
- Graphic design (Canva, Adobe Creative Suite); video editing and production
- Website management (WordPress or similar platforms)
- Email marketing and audience engagement

Why Join CRSB?

- Collaborate with leaders from across the Canadian beef value chain, including producers, processors, retailers, food service companies, researchers, businesses, and NGOs.
- Build a strong professional network.
- Help communicate the sustainability story of Canadian beef and contribute to projects that drive meaningful impact.
- Develop skills in stakeholder engagement, digital communications, content creation, event planning, and project coordination.
- A flexible hybrid work environment that supports both in-person collaboration and remote work.

Please send your resume and cover letter to Monica Hadarits, Executive Director at hadaritsm@cattle.ca by November 10th.

About the CRSB:

The Canadian Roundtable for Sustainable Beef (CRSB) is a collaborative, multi-stakeholder organization with a mission to advance, measure and communicate continuous improvement in the sustainability of the Canadian beef value chain. The CRSB achieves its mission through four pillars of work: 1. benchmarking and goals; 2. projects and initiatives; 3. communications and engagement; and 4. certification. Learn more at crsb.ca and crsbcertified.ca.

CRSB is an Equal Opportunity Employer and Prohibits Discrimination and Harassment of Any Kind: CRSB is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All employment decisions at CRSB are based on business needs, job requirements and individual qualifications, without regard to race, colour, religion or belief, national, social or ethnic origin, sex (including pregnancy), age, physical, mental or sensory disability, sexual orientation, gender identity and/or expression, marital, civil union or domestic partnership status, past or present military service, family medical history or genetic information, family or parental status, or any other status protected by the laws or regulations in Canada.