



The PEI Federation of Agriculture is seeking a Full-Time
Farm and Food Care Coordinator

The PEIFA has recently partnered with the Provincial Government to promote public trust in the farming community of PEI and the food it produces. Reporting to the Executive Director and a multi-stakeholder Steering Committee, the Farm and Food Care Coordinator will be hired for a period of at least 8 months to be the lead on this project by providing a voice for the farming community and leading the industry on all issues related to public trust.

The Public Trust Coordinator will:

- Be responsible for organizing and leading a Public Trust Steering Committee made up of individuals from agriculture, government, and retail.
- Be responsible for:
 - Keeping in touch with all public trust stakeholders and keeping abreast of all public outreach activities related to agriculture and agri-food
 - Under direction of the committee, development of a plan including key goals, budget, identification of initiatives, action plans etc. and its implementation.
 - Coordination of the various campaign initiatives including conducting a review of current related public outreach initiatives and producer programs designed to build consumer trust and identify gaps that could lead to new initiatives
 - Communications – Develop and implement a plan that will include work with local media, arrange farm tours, provide regular press releases, and look at strategic advertising opportunities
 - Be the lead spokesperson for PEI's agricultural industry, both pro-actively and reactively on issues related to Public Trust
 - Coordination with regional partners in the Atlantic Federations of Agriculture, the Canadian Federation of Agriculture and the Canadian Centre for Food Integrity
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Qualifications:

The successful candidate will have a university degree or college diploma with specialization and/or experience in communications and marketing. Experience in agriculture will be considered an asset. Excellent interpersonal, communication and computer skills related to social media marketing are considered a necessity.

The PEIFA offers a competitive salary and benefits package and provides an excellent opportunity for personal growth and challenge.

Candidates are invited to provide a resume, and covering letter outlining salary expectations by:

July 7th, 2017 to info@peifa.ca

Founded in 1941 to provide a united voice for Island Producers, the PEI Federation of Agriculture is the province's largest general farm organization. The organization speaks to issues that affect all Island farmers with a membership in excess of 85% of all registered producers, drawn from all commodity groups.