



**Position:** Manager, Communications

**Employment Type:** Full-time. Remote or Hybrid (Ottawa, ON).

**The Opportunity:**

The Canadian Agri-Food Policy Institute (CAPI) is seeking a Communications Manager to lead and execute communications and brand stewardship, while amplifying impact, for CAPI and the Centre for Agri-Food Benchmarking (Centre). Reporting to the Managing Director of CAPI, the successful candidate will be an integral team member of the CAPI and Centre teams. For CAPI, this means supporting its growth mandate, in conducting agri-food policy research, analysis and development, and amplifying CAPI's thought leadership and sharing progress towards the company's mission, which will lead to positive impacts across the agri-food ecosystem. For the Centre, this means supporting the organization in credibly presenting the agri-food sector's sustainability credentials to create value.

**Responsibilities:**

***Communications***

- Develop and execute strategic communications plans for all CAPI outputs, ensuring consistent messaging and stakeholder engagement.
- Developing and coordinating the Centre's annual communications plan around activities, most notably the Index 2.0 launch expected in fall of 2026.
- Manage CAPI's email communications calendar ensuring consistent and regular content is shared with our stakeholders, including CAPI's monthly newsletter. Coordinating, writing, building and developing creative content for the Centre's monthly e-news.
- Lead media relations, including monitoring, pitching, preparing materials, and interview preparation for CAPI and the Centre.
- Social media management for CAPI and the Centre, including community management, developing copy and creative content, scheduling, coordinating approvals, and posting final outputs

***Webinars & Events***

- Lead CAPI virtual events, including the development of strategic communications, speaker and participant communications, and post-event reporting.
- Support the planning and implementation of CAPI's annual in-person Exchange Conference, including logistics, speaker management, and other duties as required.

***Stakeholder Communications***

- Develops strategies and works with CAPI and Centre stakeholders to cross-promote communications, strategies, to increase impact and engagement.
- Manages both internal and external stakeholder communications, including the Centre's Communications Committee.
- Organizes and maintains CAPI contact database and mailing list using appropriate CRM software.
- Strategies to engage the Centre's Coalition of Partners through communications and increasing the application of the National Index on Agri-Food Performance

### ***Creative***

- Lead the production and design of all CAPI reports and communications materials, using both in-house and contract resources.
- Regularly update the CAPI website, ensuring the most relevant and timely information is present. Develop Centre website content as required, including monthly updates to the Centre's partner graphic.

### ***Reporting and Measurement***

- Maintain the reporting and tracking of CAPI's communications and outreach activities and monthly analytics reporting towards Centre OKRs (Objectives and Key Results).
- Lead the preparation of communications updates to the Board of Directors, the Annual Report, and to both internal and external stakeholders.

*Please note other duties may be assigned as needed to meet the evolving needs of the organization and its mandate.*

### **Qualifications**

#### *Required Qualifications:*

- 3-5 years of experience with communications, design, project management, or related field.
- A Bachelor's degree in a relevant discipline, high school graduation and two years post-secondary education, or the equivalent combination of education and experience.
- Excellent communicator and storyteller both written and verbal with the ability to write high quality, compelling copy for various mediums and audiences and with a keen eye for detail.
- Knowledge of various online communications and project management software, such as Adobe InDesign, Canva, Hootsuite, Constant Contact, Airtable, Basecamp, Monday.com or similar programs is considered an asset.
- Ability to work both in a team environment and independently.

#### *Desirable Qualifications:*

- Experience in a non-government organization, policy or research environment, or in the agriculture or agri-food sector is an asset.
- Fluency speaking and writing in English is required; Working knowledge of French (speaking and writing) is an asset.
- Experience in event planning and/or program development.

### **Compensation and Term:**

This is an indeterminate position with a salary range of \$75,000-\$90,000 annually, commensurate with experience, plus 10% of salary in lieu of benefits.

**About CAPI:**

The [Canadian Agri-Food Policy Institute](#) is the place for agri-food leaders to come together, share insights and advance ideas on emerging issues facing this important sector. CAPI's work reflects systems thinking, researching complex and interconnected food issues, bringing diverse voices to the table — from across agri-food supply chains, governments, researchers and among adjacent sectors. By providing reference points, source material and education for all stakeholders, CAPI is helping to ensure growth and prosperity in the agri-food industry for generations to come.

**About the Centre:**

The [Centre for Agri-Food Benchmarking](#) exists to credibly present the agriculture and food sector's sustainability credentials to create value. Through its flagship initiative—the National Index on Agri-Food Performance—the Centre convenes an unprecedented Coalition of Partners spanning the entire agri-food value chain. This cross-sector collaboration unites producer groups, agri-businesses, processors, retailers, exporters, researchers and governments around a shared goal: to measure, benchmark and improve Canada's sustainability performance across environmental, economic, food integrity and societal well-being Indicators. By providing credible, transparent data, the Index strengthens trust, informs policy and market decisions and positions Canada as a global leader in sustainable food production. The Centre is housed within the Canadian Agri-Food Policy Institute (CAPI).

**Submitting your application:**

CAPI is an open organization, inclusive, accessible, and respectful work environments. All qualified applicants will receive consideration for employment. Your age, ancestry, color, gender identity or expression, physical or mental disability, political affiliation, race, religion, sex (including pregnancy), sexual or gender orientation, or any other characteristic protected by applicable laws, and regulations will not factor in the organizations' hiring decisions. We do, however, thoroughly embrace persons with skills, capability, and an abundance of enthusiasm for the important work that we do.

We encourage you to contact us if you require accommodation in the recruitment process or need this job posting in an alternative format.

Please include a cover letter with your resume and send both to [bigleye@capi-icpa.ca](mailto:bigleye@capi-icpa.ca) or apply directly on our website at <https://capi-icpa.ca/connect/opportunities/>.

We thank all applicants for their interest in CAPI - only those selected for an interview will be contacted.