

**Ontario Association of Agricultural Societies**  
**General Manager**  
**Job Description**

**Purpose**

As General Manager of Ontario Association Of Agricultural Societies (OAAS) you will collaborate and work closely with the Executive and Board of Directors (the Board) of The Ontario Association Agricultural Societies to build and expand the profile of the OAAS and Fairs in the Province of Ontario. You will also be expected to attain and maintain a high level of interaction with the Ontario Government, (OMAFRA), the fair Industry, Agricultural Commodity Groups and Associations and other service industry partners in the Province.

The overall purpose of this role is to provide leadership and innovation for the OAAS and its members; to develop new and expand existing partnerships; to develop and implement marketing strategy with the approval of the Board and to develop and implement support and resource plan for the OAAS and its members with Board approval.

You will provide leadership and support for Board and existing staff of the OAAS. This role will also have responsibility for raising project-based funding.

**Reporting Relationships**

**Reports to: President of The Ontario Association of Agricultural Societies**

**Legal Status:** You will be considered a contract employee with all terms, conditions, remuneration and benefits fully disclosed in the contract agreement. Expense reimbursement related to home office, travel and all other categories will be detailed in contract agreement.

**Supervisory Responsibilities:** OAAS staff that report to you are Secretary, Treasurer and Convention Coordinator.

**Financial Compensation:** Salary commensurate to experience. Approved expenses are budgeted annually.

**Working Conditions:**

**Expectations as follows:**

- Work from home office or OAAS rented office space.
- Subject to multiple demands on time
- Extended hours necessary during peak periods
- Weekend work on occasions (board meetings/ convention)
- Attend all Board meetings and Annual OAAS Convention.
- Attend Fairs as required.
- Attend meetings of Partners, members and prospects.

**Skills:**

**Knowledge Expectations:**

- Non profit and fund raising experience 3-5 years
- Education: Minimum College Graduate in related field or related work experience.
- Knowledge of Agricultural industry preferred
- Field and/or experience within industry an asset

**Communication Requirements:**

- Very strong verbal and written communication
- Very strong interpersonal skills (relationship building/diplomacy/conflict resolution)
- Strong skills in Microsoft Excel, Word, PowerPoint
- Prepare both press releases and radio/tv scripts to promote Fair industry as required

## **Communication Requirements: cont'd**

- Highly professional
- Excellent planning, time management and organizational skills, able to meet tight deadlines
- Takes initiative and will seek and accept responsibility
- Handle sensitive and confidential information (maintains privacy)
- Ability to interact with Board or Executive deal with people in a calm and consistent manner

## **Competencies:**

- Accuracy (attention to detail)
- Results focus
- Client focus and service oriented
- High achiever
- Strong team builder and player
- Commitment: follow through and ability to handle multiple tasks

## **Key Accountabilities and Success Criteria**

### **1. Marketing, Policy Support and Initiatives:**

- Expand the profile of the OAAS in Ontario.
- Create new innovative marketing initiatives and opportunities for the OAAS and its members.
- Collaborate with like minded partners; i.e. CAFÉ, Royal Winter Fair, CNE and Fairs in Ontario
- Provide analysis, and prepare marketing and educational plan to support key accountabilities to be approved by the board of directors.
- Consult and collaborate with key partners on a regular basis. Construct and maintain a database of prospective partners.
- Provide regular written report and update for executive and Board, or as required.

### **2. Organizational Resource and Advisor for Fairs:**

- Provide contact and referral support for Ag Societies.
- Provide grant and funding opportunities to be posted on OAAS website and provide support.
- Collaborate with OMAFRA and like minded organizations to provide support and resources for fairs in Ontario.
- Provide input to executive and Board on the policy and procedures of the OAAS.
- Prepare reports and analysis as required
- Research and gather information on topics for the membership

### **3. External Partner Development and Support:**

- Manage decision making to business issues in a manner that is aligned to the strategy of the OAAS.
- Liaise and expand profile of OAAS with all levels of Government, the Agricultural industry and other sectors for the benefit of its members.
- Network with the education system in Ontario all levels to promote agriculture and youth involvement in the Fair industry in Ontario.
- Control, execute and assist with specific requests from the Board or its members on policy clarification, data confirmation, operational issue resolution, and special requests as required.

### **4. Collaborate with Board Committees:**

- Participate on Board committees as required.
- Assist with preparation, planning and execution of items from committees as required.
- Participate in Annual meeting.

### **5. Collaborate with Convention Convener:**

- Contribute to Convention projects as team member, and/or project manager.

6. Other duties as assigned.