



Crisis Management Assistant

Position Title: Crisis Management Assistant	Reports To: Director, Communications and Marketing
DATE: January 12, 2023	EXPIRES: September 30, 2023

BOARD PROGRAM AND OPERATING ENVIRONMENT:

The BC Egg Marketing Board functions under the authority of the Natural Products Marketing (British Columbia) Act. The Board Chair is appointed by Order in Council and members are elected. The Board has the responsibility to allocate production quota to individual producers, ensure compliance, establish minimum producer prices and collect levies to finance operations.

The activities of the Board are supervised by the BC Farm Industry Review Board. The Farm Industry Review Board is an independent, quasi-judicial tribunal established to provide general supervision of all marketing boards and commissions in BC.

Our Vision:

Sustainable, wholesome BC eggs are British Columbians' go-to protein.

Our Mission:

Maintain and enhance the successful, trusted, supply managed egg industry, operating to meet the best interests of stakeholders throughout British Columbia.



Our Values:

Both the BC Egg Marketing Board and staff are committed to the sustainability of our industry and our stakeholders by:

- Being **accountable** and taking responsibility for the work that we do
 - Doing all things with **excellence** by giving our best at all times
 - Having **respectful & caring** relationships by minding how we address our staff, consumers, and farmers alike
 - Being **transparent** in everything that we do and sharing our information appropriately, with pride
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PRIMARY PURPOSE:

To effectively support the Director of Communications & Marketing with BCEMB's crisis and media relations activities. This temporary position (ending September 30, 2023) will contribute to supporting the egg industry in times of crisis through solid crisis management and media relations skills.

The function of this role is critical to the effective coordination of activities and communications within BC Egg. As such, it is essential that the focus be on providing excellent service, superior quality and respectful communications.

This is a part-time position consisting of approximately 20 hours a week. Some weekends and evenings are required but generally the work will take place during a standard work day. BCEMB will work with the successful candidate to schedule the hours in a mutually beneficial manner.

DUTIES AND RESPONSIBILITIES:

General:

- Maintains effective and respectful interaction with co-workers, superiors and other stakeholders to maximize the benefit of healthy relationships and open communication.
- Collaborates with members of the BCEMB staff to achieve organizational goals, providing input as required and being open to feedback from others.
- Contributes to the expansion and maintenance of BCEMB's communications and marketing objectives.

Internal Stakeholders:

- Coordinates and edits e-blasts (called Fast Frys) on an ad hoc basis ensuring all information is accurate and written in a clear manner.

External Stakeholders:

- Writes key messages for media interviews.
- Provides coaching for media spokespeople. May do media interviews if necessary.
- Supports Director of Communications and Marketing by writing copy for advertising campaigns and reviewing marketing materials pre-publication.
- Works in-person events with the rest of the MarComm team.



DESIRED EDUCATION, EXPERIENCE AND COMPETENCIES

Education and Experience:

- Diploma or Degree in Communications, Marketing or Journalism.
- Minimum three to five years' experience in communications and marketing.
- Public speaking, presentation and communication skills.
- Knowledge of the BC Agri-food sector an asset.

Competencies

- Exceptional interpersonal and customer relations skills.
- Excellent communications skills, both written and oral.
- Excellent analytical skills.
- Advanced level use of the Microsoft Office suite of programs.
- Highly organized with a proven ability to effectively prioritize work to meet deadlines.
- Demonstrated ability to work independently, problem solve and be attentive to details.
- Demonstrated ability to maintain confidentiality.
- Proven ability to function effectively in a dynamic, fast paced environment.
- Ability to lift up to 50 lbs and able to work in a farm-like atmosphere with live poultry, hay and manure.
- Must have driver's license and access to your own car.

Our Ground Rules

VALUE EACH OTHER	
<ul style="list-style-type: none"> • Validate other’s concerns • Accept that your team may have a different opinion than yourself • Listen with the intent to change your mind 	<ul style="list-style-type: none"> • Understand by listening attentively and seeking clarity of the meaning behind the words • Empower each other and acknowledge individual strengths & potential
GROUND RULES	
<ul style="list-style-type: none"> • Listen with the intent to change your mind 	<ul style="list-style-type: none"> • Feedback and suggestions are welcome however, may not always be implemented
<ul style="list-style-type: none"> • Change is constant. Be open to it. 	<ul style="list-style-type: none"> • Be supportive to each other in times of personal strife or work challenges
<ul style="list-style-type: none"> • Be humble when receiving feedback – do not jump into defense mode 	<ul style="list-style-type: none"> • Value your colleagues past experience and strengths
<ul style="list-style-type: none"> • Challenge yourself to do things with excellence 	<ul style="list-style-type: none"> • When in conflict, deal directly with your colleague with the intent to work things out together
<ul style="list-style-type: none"> • Be mindful of your personal time vs BC Egg’s time 	<ul style="list-style-type: none"> • Once a decision has been made, the whole team stands by this decision and shows a united front
<ul style="list-style-type: none"> • Treat all stakeholders with honesty, integrity and dignity 	<ul style="list-style-type: none"> • Listen to other’s ideas with respect and interest
<ul style="list-style-type: none"> • Give up the “right” to be right! 	<ul style="list-style-type: none"> • Before you speak ask yourself if it is constructive and contributes positively to the team or individual
<ul style="list-style-type: none"> • Gather all information available before making a decision 	<ul style="list-style-type: none"> • Be focused on detailed, quality results
<p>In summary we endeavor, at all times, to provide a safe work environment that is supportive of the productivity, personal goals and self-esteem of every employee.</p>	

Our Conflict Management

DEALING WITH CONFLICT	
STLC	PAUSE
<ul style="list-style-type: none"> • Stop – Before you respond in anger or frustration, stop to give yourself time to calm down 	<ul style="list-style-type: none"> • Pause and think
<ul style="list-style-type: none"> • Think about what the real issue could be 	<ul style="list-style-type: none"> • Affirm relationships
<ul style="list-style-type: none"> • Listen by asking the other person what they think the issue might be 	<ul style="list-style-type: none"> • Understand the issues
<ul style="list-style-type: none"> • Communicate by sharing your thoughts and try to resolve issue together 	<ul style="list-style-type: none"> • Search for creative solutions
	<ul style="list-style-type: none"> • Evaluate different options
