

Manager, Member Relations

Reporting to the CEO, this newly created management position with the Alberta Institute of Agrologists is located in the AIA's head office in Sherwood Park, Alberta. All applicants must be a professional agrologist registered with a Canadian Institute and must have at least 10 years of experience in their field of practice. The position is responsible for the following key areas:

- **Branding/Marketing the Institute**
- **Manage the AIA web content**
- **Manage the networks and member training programs**
- **Assist with establishing professional development programs for AIA members**

The following are the key deliverables for the position:

1. Branding/Marketing

The successful candidate will work to market and assist with branding the Institute. This activity would include but not be limited to:

- Developing strategies to “brand” the institute so that the public (such as industries, educational institutions, governments etc) is more aware of the profession.
- Working with the Alberta Institute and other provincial institutes to further the “brand”.
- Developing marketing strategies to promote understanding about the Institute with the industries, educational institutions, government bodies and the larger public.

2. AIA Web Content

The successful applicant will ensure that the web content is kept up to date for all components. Further, the successful applicant will assist with posting all documents, making all necessary changes to web menus and content and keeping the calendar of events up to date.

3. AIA Networks

The successful applicant will ensure that network users are trained in the use of the web and will subsequently ensure that all information posted by AIA members is reviewed and acceptable prior to posting. The successful applicant will ensure that newsletters and AIA bulletins are produced as required for the web.

4. AIA Professional Development

The successful applicant will organize, oversee and coordinate the development of continuing professional development training courses for AIA members. These courses will be developed using other professionals and by using the web interface as able. The successful applicant will work with the established Institute Networks, AIA members and other professions throughout Alberta to produce these continuing professional development programs. The programs will occur throughout the year and in conjunction with the Annual General Meeting. Finally, the successful applicant will assist the Training Manager with the delivery of the 4 professional modules required for In-Training members.

Experience Requirements:

Experience with Microsoft Office is an asset. Knowledge and experience of either the agricultural or

environmental industries or both is an asset. Candidates should be able to demonstrate clearly their experience in either or both these sectors. The candidate must be able to manage time and projects effectively. Finally, the individual must have good writing skills, be experienced with public speaking and be able to communicate very well.

Position Benefits:

The Institute provides a comprehensive benefits package. Salary will be commensurate with education, training and experience.

Applications:

This position will remain open until a suitable candidate is selected. Please submit your application including Cover Letter, Resume and proof of professional certification in confidence to:

CEO, Alberta Institute of Agrologists
#249, 2055 Premier Way Sherwood Park, Alberta T8H 0G2

Applications may be mailed or forwarded electronically to:

DLloyd@aia.ab.ca

We thank all applicants for their interest. Only those applicants selected for an interview will be contacted.