

Our client represents the interests of over 28,000 agricultural producers, accounting for 6 million plus acres across Ontario. With a collaborative culture, this member driven organization continues to innovate and contribute to the success of the global grain value chain. The Manager, Market Development, is responsible for retaining and expanding domestic and international grain markets, overseeing sustainability initiatives and exploring new market access opportunities. This strategic management role requires a highly organized leader who thrives in a stakeholder driven environment, working across multiple teams to achieve the organization's objectives and partnership goals.

## Manager, Market Development

Guelph, ON

Reporting to the Vice President, Strategic Development you will:

- Identify and develop strategic opportunities in domestic and international markets for Ontario grain, driving value for farmer members and contributing the overall economic impact of Canadian agriculture
- Lead the development of the organization's market focused objectives and sustainability initiatives, providing regular updates to the market development committee, the Board of directors and other staff as required
- Collaborate with government and industry partners to develop marketing plans, industry presentations and other promotional material related to international market access activities and trade missions to promote Ontario grain
- Contribute to the organization's government and member relations strategies by identifying, establishing and managing key relationships that support communications platforms, policy briefs and lobbying strategies
- Monitor industry trends, news, events, innovation, and competitor activities and publications that relate to global grain markets, and contribute analysis to improve communications priorities, action plans and public relations
- In collaboration with the finance team, develop and manage budgets, operational plans and strategic objectives for the organization's market development related projects and partnerships
- Manage and mentor multiple direct reports by establishing performance goals, personal development plans and instilling a collaborative approach to accomplishing team goals that align with the organization's strategic plans
- Collaborate with internal teams and partner organizations to ensure that all market development related opportunities are explored, and relationships with stakeholders across the grain value chain are managed effectively
- Represent the organization at provincial, federal and national committees and organizations, with the goal to influence government investments in expanding markets and other value driven opportunities for farmer members

Your background includes:

- A Bachelor's Degree in Agriculture, Marketing or related fields is required; a Master's degree is an asset
- 5+ years of work experience within the agricultural industry in a managerial position focused on market development or strategic planning, with a track record of developing teams
- Experience in a business development capacity focused on identifying new and emerging markets
- Strong understanding of Ontario agriculture and the grain value chain from production to the end consumer
- Experience developing reports, business cases and presentations translating complex data for a variety of audiences
- A self-starter with the ability to prioritize, organize and develop creative methods to problem solve
- Ability to evaluate market opportunities from a financial and feasibility perspective to develop strategic plans
- Ability to work effectively in a bilingual environment is an asset, with strong written, verbal, and critical thinking skills

This role requires domestic and international travel for trade missions, industry events and meetings.

# LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at [bmc@litherlandco.com](mailto:bmc@litherlandco.com) or by phone at 416-868-4888 Ext. 5 quoting "Manager, Market Development - 210128"