

POSITION DESCRIPTION
STAKEHOLDER RELATIONS COORDINATOR

February, 2012

Reporting to the Chief Executive Officer (CEO), the Stakeholder Relations Coordinator (SRC) works as part of the professional staff team at the Canadian Seed Trade Association, to provide the services required to advance the common interests of the Association's membership.

1. **Member Relations** – Working with the CEO, the Stakeholder Relations Coordinator will develop and initiate activities to increase member awareness and engagement. Specifically the SRC will:
 - Identify issues of common interest and importance to CSTA member companies, communicate them to the membership and solicit input
 - Contribute to regular member communications such as weekly newsletters, activity updates, and the CSTA website
 - Work with Committee leadership to coordinate committee meetings, assist with minutes and other record keeping, and reports to the Board of Directors. Specifically, the SRC works with the CEO, the Board Liaison and independently to develop meeting agendas; identify speakers and resources; develop Board reports for committees; and to develop reports from Committee meetings to the Board.
 - Attends all Board and Executive meetings, to report and consult on projects and activities, and assists with record keeping
 - Actively participates in strategic planning meetings, and works with the CEO to develop and implement tactics to achieve the strategic goals of the association.
2. **Information Gathering and Monitoring** – the SRC monitors Federal and Provincial government activities, legislation, regulatory changes and assesses them for potential impact on CSTA members. This includes
 - Monitoring House and Senate standing committee meetings around issues of interest to CSTA members, and working with the VP requests and prepares for CSTA appearances
 - Monitoring Regulatory publications such as the Canada Gazettes and corresponding provincial government publications to identify and assess regulatory issues of concern to the Association.
3. **Communications and Government Relations** – the SRC is an integral part of CSTA's government relations work. Specifically the SRC:
 - Writes and circulates a regular newsletter "Trade Winds National" to keep MPs up to date on the seed industry and issues of importance
 - Assists with and participates in GR campaigns.

4. **Policy and Economic Analysis** – works with the CEO to assess and analyze policies and regulations and their potential impacts on CSTA’s member companies. Specifically:
 - Maintains CSTA’s Harmonized system code book to ensure that the export and import codes for the trade of seed are up to date and accurate
 - Collects and publicizes seed import and export trade statistics
 - Maintains the CSTA corn hybrid data base, and the stewardship requirements for hybrid corn varieties

5. **Value Chain Relations** – working with the CEO, the SRC helps to build working relationships with value chain partners. Specifically the SRC:
 - Represents CSTA at meetings of value chain partners. Specifically:

- Canada Grains Council	- Grain Growers of Canada
- Canola Council of Canada	- Pulse Canada
- Canadian Special Crops Association	- Canadian Agri-Retailers Association
- Ontario Agri-Business Association	- Canadian National Millers Association
- Malting Industry Association of Canada	- Canadian Cattle Feeders Association
- Food and Consumer Products Canada	- Canadian Federation of Agriculture

6. **International** – the SRC works with the CEO to increase CSTA’s activities and contribution to the International Seed Federation; the Seed Association of the Americas and other international bodies and organizations that affect seed. Specifically the SRC:
 - Acts on behalf of the CEO when the CEO is unavailable for some ISF/SAA meetings and conferences
 - Represents CSTA at selected ISF/SAA events and committees
 - Represents the CSTA on the Seed Panels of the North American and International Plant Protection Organizations.
 - Works with international association partners on international and regional phytosanitary standards for the trade of seed.

7. **Organizational Responsibilities** – In addition to the specific responsibilities listed above, the SRC works as part of the CSTA staff team on organizational, policy and regulatory issues, either as staff lead, or where other staff may have the lead, including:
 - Identifying, assessing, prioritizing, and managing issues affecting the seed industry
 - Keeping members informed and engaged through effective two-way communications and consultations
 - Maintaining effective working relationships with regulators and policy makers.
 - Acting as a liaison between members and policy makers and regulators, and facilitating access by members to policy makers and regulators
 - Representing the membership on issues of common importance, regionally, nationally and internationally, to regulators, policy makers, negotiators and other associations
 - Planning, organizing, operating and participating in CSTA conventions, and the CSTA strategic planning process
 - Serving as a resource for CSTA committees and work groups

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