



## **CAREER OPPORTUNITY**

The Ontario Plowmen's Association and the International Plowing Match and Rural Expo

### **ADVERTISING AND EVENTS SPECIALIST**

- Provide leadership to the Local Marketing Committee and work closely with the OPA Executive Director and the OPA Board of Directors
- Develop media campaigns, budgets and schedules
- Develop marketing materials including print, radio and TV
- Assist in co-ordination of many aspects of the event including competitions and special features.

#### **AND MUST BE:**

- Fully vaccinated against Covid-19
- Have agricultural experience/education
- Be Highly organized
- Experienced in large events/trade shows co-ordination
- Effective in written and verbal communications
- Skilled in working with Volunteers
- Proficient in Word, Excel, PowerPoint, etc.

**Location: Guelph, Ontario.**

Must have own transportation and be willing to work on-site at the International Plowing Match and Rural Expo for up to two weeks (at a new location throughout Ontario each year).

**Please submit resume and salary expectations to: [cathy@plowingmatch.org](mailto:cathy@plowingmatch.org)**