

BRITISH COLUMBIA CHICKEN MARKETING BOARD

POSITION DESCRIPTION

Position Title

Chair

Location

The administrative office of the British Columbia Chicken Marketing Board (Chicken Board) is located at 101 – 32450 Simon Avenue in Abbotsford, British Columbia.

Chicken Board Purpose and Mandates

The Chicken Board is a specialized body created by the *British Columbia Chicken Marketing Scheme, 1961*, a regulation under the *Natural Products Marketing (BC) Act*, to regulate the production and marketing of chicken in BC in accordance with the *principles of supply management*.

The Chicken Board is accountable to the supervisory board, the British Columbia Farm Industry Review Board (BCFIRB) for effective governance and administration. This includes the development of orders, policies and programs that achieve the government's economic policy framework objectives and achieve provincial objectives for sustained growth in British Columbia's chicken industry. The Chicken Board accomplishes these objectives through national negotiations and agreement, and achieving a fair balance among industry members with differing, and at times, competing economic interests.

The Chicken Board has a part-time chair and two members appointed by Order in Council, and two members elected by registered chicken growers. The Board has eight full-time staff and a current operating budget of approximately \$3,000,000, which is funded by levies paid by registered chicken growers.

The impact of the Chicken Board's decisions may be considerable and have economic implications for individuals within the British Columbia chicken industry. Persons aggrieved or dissatisfied by an order, decision or determination of the Chicken Board may appeal that order, decision or determination to BCFIRB.

Nature and Scope of the Position

The chair is responsible for ensuring effective governance within the Chicken Board. The chair also ensures that Board policies achieve industry growth and development through the creation of strategies and results-oriented, effective and efficient decision-making.

The chair of the Chicken Board must not have interests which create a direct conflict of interest with the performance of his or her statutory duties. All members of the Board,

including the chair, are expected to maintain the highest possible standards of conduct and governance. They must comply with the rules of natural justice and the principles of administrative law and must have objective and balanced judgement, and the ability to make fair, consistent and timely decisions.

The chair is required to pursue professional development opportunities to support the function of chair and to lead strategic board/industry initiatives. The chair ensures the orientation and training of new Chicken Board members. The chair will also establish initiatives to promote the Board's function, the chicken industry at large, and will be the lead spokesperson on Board-related matters.

Program Linkages

The chair has ongoing contacts and relationships with: the Minister of Agriculture and Lands (Minister); the chair of BCFIRB; members and staff of BCFIRB; other government officials; stakeholders in the BC chicken industry; downstream users of chicken including further processors, wholesalers and retailers; other BC commodity boards; other provincial and national industry organizations, including the Chicken Farmers of Canada; individuals and organizations who appear before the Chicken Board; and members of the public.

The chair participates in policy discussions with the Ministry of Agriculture and Lands, BCFIRB and others about the Chicken Board's role, jurisdiction and strategic directions.

Accountabilities

The chair, while maintaining the Chicken Board's statutory decision-making independence, must ensure that the Board establishes and effectively manages a strategic direction and, on behalf of the Board, must:

- enter into a memorandum of agreement with BCFIRB and the Minister;
- ensure that a timely and accurate flow of information is provided to BCFIRB, the Minister and to registered growers and other industry stakeholders;
- provide reports as required, and to meet with BCFIRB and the Minister to discuss issues of mutual concern; and
- ensure an annual report is prepared on the work and activities of the Chicken Board.

Duties and Responsibilities

In fulfilling his or her obligations as chair of a regulatory body, the chair must ensure that the Chicken Board:

1. develops and maintains a strategic plan and annual operating plans that reflect a forward-looking, long-term industry strategy;

2. develops orders and policies concerning its jurisdiction and procedures, ensuring consistency with the governing legislation and regulations;
3. analyses and interprets statistics related to production, product quality and consumption patterns coupled with industry economic, market demand, trade and political impacts;
4. effectively represents provincial interests when negotiating with other provinces and Chicken Farmers of Canada on issues related to allocation and other issues in the context of competitive pressures and changing provincial, inter-provincial and international developments;
5. ensures that the federal-provincial agreement for chicken supports a sustainable system that provides British Columbia with opportunities for economic growth and ensures that such economic growth is fairly allocated to all British Columbia chicken production sectors;
6. establishes and maintains regular, visible and open channels of communication to foster constructive, open and ongoing working relationships with growers, processors and other industry members;
7. effectively manages its committee(s);
8. has its orders and policies available and accessible to the public;
9. has sufficient financial and human resources and that these resources are deployed effectively;
10. has effective financial, accounting and control systems in place as well as appropriate risk management systems and a code of ethical conduct including a conflict of interest policy; and
11. makes recommendations to BCFIRB and the Minister for amendments to the enabling regulations as necessary.

In fulfilling his or her obligations to the government, the chair:

12. provides guidance to Chicken Board members and staff in determining suitable approaches on complex issues;
13. as head of the public body, oversees responses to requests to the Board for information under the *Freedom of Information and Protection of Privacy Act*;
14. will ensure that the Chicken Board participates in any programs designed for the orientation and training of Board members, to provide the tools required for effective teamwork, leadership, problem solving and decision-making;

15. ensures that Board members meet acceptable performance and productivity standards, and regularly evaluates the members according to those standards; and
16. may participate in the recruitment and selection of new Board chairs and members.

Selection Criteria and Required Competencies

General Qualifications

Candidates for appointment as the chair of the Chicken Board are expected to have the following minimum or equivalent qualifications and experience:

- experience at a senior level (industry or government) in production, processing or marketing
- superior organizational, management, negotiation and conflict resolution skills
- ability to set strategic directions and implement them to achieve success and change
- analytical and decision-making skills
- sound and practical judgement
- demonstrated superior written and oral communication skills
- excellent interpersonal skills
- basic computing and internet skills.

Preferred Attributes

Candidates with one or more of the following personal attributes will be preferred:

- demonstrated leadership in agriculture and/or agri-food related activities
- a general knowledge of the British Columbia agriculture or agri-food sectors
- an understanding of the rules of natural justice and the principles of administrative law
- participation within the federal-provincial context for agriculture and supply management and with the national and international trading environment for agri-food products.

Required Competencies

Leadership implies a desire to lead others, including diverse teams. Leadership is generally, but not always, demonstrated from a position of formal authority. The “team” here should be understood broadly as any group with which the person interacts regularly.

Developing Others involves a genuine intent to foster the long-term learning or development of others through coaching, managing performance and mentoring. Its focus is on developmental intent and effect rather than on a formal role of training. For this competency to be considered, the individual’s actions should be driven by a genuine desire to develop others, rather than by a need to transfer adequate skills to complete tasks.

Results Orientation is a concern for surpassing a standard of excellence. The standard may be one’s own past performance (striving for improvement); an objective measure (achievement orientation); challenging goals that one has set; or even improving or surpassing what has already been done (continuous improvement).

Strategic Orientation is the ability to link long-range visions and concepts to daily work, ranging from a simple understanding to a sophisticated awareness of the impact of the world at large on strategies and on choices.

Change Leadership involves creating a new vision for the organization and taking the required actions to ensure that the members of the organization accept and support the vision. It generally requires the individual to be in a relatively senior or high-level position, although this is not always the case.

Managing Organizational Resources is the ability to understand and effectively manage organizational resources (e.g., people, materials, assets, budgets). This is demonstrated through measurement, planning and control of resources to maximize results. It requires an evaluation of qualitative (e.g., client satisfaction) and quantitative (e.g., service costs) needs.

Tools/Equipment

All members of the Chicken Board are expected to own, operate and maintain their own equipment including phone, fax and a computer with internet and electronic mail access, and any office furniture or supplies required.

Working Conditions

Depending on the issues before the Chicken Board, the chair can expect to work up to eight to ten days per month and must be flexible in his or her availability. Frequent travel within and outside the Province is expected.