

# BRITISH COLUMBIA CRANBERRY MARKETING COMMISSION

## POSITION DESCRIPTION

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### Position Title

### Chair

### Location

The administrative office of the British Columbia Cranberry Marketing Commission (Cranberry Commission) is located at c/o 71 – 4001 Old Clayburn Road in Abbotsford, British Columbia.

### Commission Purpose and Mandates

The Cranberry Commission is a specialized body created by the *British Columbia Cranberry Marketing Scheme, 1968* under the *Natural Products Marketing (BC) Act* to regulate the production and marketing of cranberries grown for processing in BC in accordance with the *principles of orderly marketing*.

The Cranberry Commission is funded 100% by the regulated cranberry industry and is comprised of a part-time chair appointed by Lieutenant Governor in Council and up to four part-time members elected by registered cranberry growers and who are accountable to industry stakeholders.

The Cranberry Commission is also 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 which achieve the government's economic policy framework objectives and achieve provincial objectives for sustained growth in British Columbia's cranberry industry. The Commission accomplishes these objectives through effective governance, and by ensuring that all participants have fair market access when marketing their products.

The Cranberry Commission has a part-time chair appointed by Order in Council, three members elected by registered growers and a General Manager. The current operating budget is approximately \$200,000, which is funded by levies paid by registered cranberry growers.

The impact of the Commission's decisions may be considerable and have economic implications for individuals within the British Columbia cranberry industry. Persons aggrieved or dissatisfied by an order, decision or determination of the Cranberry Commission 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 Cranberry Commission. The chair also ensures that Commission policies achieve industry growth and development through the creation of strategies and results-oriented, effective and efficient decision-making.

The chair of the Cranberry Commission must not have interests which create a direct conflict of interest with the performance of his or her statutory duties. All members of the Commission, 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 commission/industry initiatives. The chair ensures the orientation and training of new Commission members. The chair will also establish initiatives to promote the Commission's function and will be a spokesperson on Commission-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 cranberry industry, including growers, marketing agencies, processors, wholesalers and retailers; other provincial, national and international industry organizations; and with members of the public.

The chair will also participate in policy discussions with the Ministry of Agriculture and Lands, BCFIRB and others about the Cranberry Commission's role, jurisdiction and strategic directions.

### **Accountabilities**

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

### **Duties and Responsibilities**

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

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. ensures that the regulated marketing system for cranberries supports a sustainable system that provides British Columbia with opportunities for economic growth and ensures that the Commission has policies in place that fairly allocate growth among British Columbia cranberry growers;
5. establishes and maintains regular, visible and open channels of communication to foster constructive, open and ongoing working relationships with growers, the BC Cranberry Growers Association; marketing agencies, other processors; the US Cranberry Marketing Committee and other industry members;
6. has its orders and policies available and accessible to the public;
7. has sufficient financial and human resources and that these resources are engaged, developed and deployed effectively;
8. 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
9. 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:

10. provides guidance to Commission members and staff in determining suitable approaches on complex issues;
11. as head of the public body, oversees responses to requests to the Commission for information under the *Freedom of Information and Protection of Privacy Act*;
12. will ensure that the Commission participates in any programs designed for the orientation and training of Commission members, to provide the tools required for effective teamwork, leadership, problem solving and decision-making;
13. ensures that Commission members and staff meet acceptable performance and productivity standards, and regularly evaluates the members according to those standards; and

14. may participate in the recruitment and selection of new Commission chairs.

## **Selection Criteria and Required Competencies**

### ***General Qualifications***

Candidates for appointment as the chair of the Cranberry Commission 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.

### ***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**

Members of the Cranberry Commission should 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 Cranberry Commission, the chair can expect to work approximately three days per month on average and must be flexible in his or her availability. Travel inside and outside the Province is required.