

## **Project Consultant / Technical Writer**

Canadian Consulting Agrologists Association in partnership with University of Guelph recently launched the MRAC— Canadian Agriculture Consultant / Advisory Services Resource and Education Gap Assessment Project.

In today's agriculture industry, successful farmers and producers are also successful business managers and are realizing they cannot be all things at all times. They depend on having reliable resources available to them in a variety of specialized areas. These resources include expert advice from farm business advisors and consultants to create an integrated management team that brings together production, marketing, human resource and financial management. Farm advisors/consultants play a crucial role in ensuring the viability, profitability, and sustainability of agricultural industry operations on individual and sector levels.

With the reduction in farm business management extension services by the majority of provincial governments in Canada, **there is no single program available that provides Ag consultants/advisors with the full scope of theoretical and practical knowledge and experience required to continuously fulfill their client obligations** within their profession. This is especially true in our current, increasingly complex and ever-changing agriculture environment.

To help address this gap, the objective of this project is to:

- 1) assess and validate the supply and demand for advisors, and
- 2) develop a concept for a program that provides new entrants to farm advisory/consulting services with the skills and knowledge required by the industry, and
- 3) ensure that the program is developed so that it provides those currently working in advisory/consulting services with professional development and lifelong learning opportunities in order to better serve their clients – farmers and producers.

The Project is intended to:

- Raise awareness of and opportunity for possible career paths in agriculture - appeal to a broad range of people that may be interested in pursuing a career in agriculture
- Ensure the continued advancement of the industry by identifying farm business management training and resources that are both validated by the industry and client-driven
- Foster and/or Generate employment or business “channels” that support possible career specialization paths
- Ensure entrepreneurs have access to best practice resources in business management
- Provide integration and collaboration between established Farm Business Advisor/Consultant associations
- Leverage existing resources to build a network for policy development, program planning and implementation
- Enhance farmers' and producers' access to farm business advisors and professional consulting services
- Enhance the competencies of Farm Business Advisors/Consultants through continuous learning and current/relevant education and resources - provide consultants/advisors with the full scope of theoretical and practical knowledge and experience required to continuously fulfill client obligations – up-to-date, relevant and pertinent to the industry
- Ensure best management practices through competent, trustworthy and current Farm Business Advisor/Consultant input

- Ensure advisory/consultant services provide a measurable return on investment for farmers and producers

**Job Description:**

The Project Consultant / Technical Writer will report to the Project Manager and work in collaboration with the Advisory and Working Groups.

The successful applicant will work on following two activities as a key member of the working groups of as well as the communication specialist for the project.

- Literature Review – Consultant to:
  - establish methodologies and obtain ‘sign-off’ from Working Group
  - investigate and forward pertinent training/PD with description and coordinates to team leader
  - catalogue and describe national College / University and industry training specific to agriculture and ag environmental advising/consulting and compile data
  - develop and present interim and final reports to Working Group for sign-off
- Gap Analysis – Consultant to:
  - establish methodologies and obtain ‘sign-off’ from Working Group
  - review Literature Review report
  - review Survey Report
  - determine Gaps
  - working with the Consultant, the working group will validate findings with respect to supply and demand for advisors (information from Survey Activity)
  - develop Recommendations
  - present to Working Group for feedback and input
  - Submit for Final Report
- Final report:
  - Combine literature review report, gap analysis report, and survey report, into draft final report
  - Incorporate conclusions and recommendation per the Project Manager and Advisory Group
  - Prepare final report

**Time Frame:**

- **November 15, 2009 to February 26, 2010**
- **Work as needed when needed to accomplish the Literature Review and Gap Analysis activities.**

**Ideal Candidate -Education and Skills:**

**Education:** University /College Degree or Diploma in Agriculture or Related Field e.g. Journalism with Agriculture affiliation.

**Knowledge:** Agriculture Industry, Research, and Knowledge Technology Transfer

**Languages:** Speak English, Read English, Write English

**Business Equipment and Computer Applications:** Windows, General office equipment, Electronic mail, Word processing software, Spreadsheet software, in addition to some knowledge of Multi-media formats

**Typing (Words Per Minute):** 41 - 60 wpm

**Specific Skills:** Enter data according to specified format, Verify accuracy and completeness of data

**Work Conditions and Environment – Flexible – on location or remote**

**Essential Skills:** Reading text, Document use, Numeracy, Oral communication, Working with others, Problem solving, Critical thinking, Significant use of memory, Finding information, Computer use, Motivated and Highly organized,

**Ideal candidate:** Recent graduate and producer, graduate student, Master's level student with requirements for an applied project or consultant with interest in the project.

- knowledge of the agriculture industry
- technical savvy when it comes to computer skills
- involved in education or interested in the transfer of skills/teaching/demonstration
- have a professional affiliation (an asset)
- vested interest in the success of the project - see the "The project is intended to"

**Pay Rate:**

Total sum of \$6,700 - \$7000 (\$250 - \$300 per day for 28- 24 days)

If this project appeals to you, send your resume with cover letter to email: [tg-waddell@hotmail.com](mailto:tg-waddell@hotmail.com)

Attention: Terry Waddell, CCAA Project Manager by **November 13, 2009**.