



15A Broadway Street, Box 129
Redvers, Saskatchewan
Canada S0C 2H0
Telephone: (306) 840-7358
mjafzal@serfsk.ca

Job Opportunity: Communications & Engagement Manager

Employer: South East Research Farm (SERF)

Position: Communications & Engagement Manager

Terms: Full-Time, Permanent

Salary: \$55,000–\$70,000 + benefits & travel support

Location: Remote-friendly (AB, SK, MB) with regular travel to Redvers, SK

ABOUT SERF

South East Research Farm (SERF) is a farmer-led, independent agricultural research organization serving the Canadian Prairies. We conduct public-good research, administer incentive programs, and work directly with farmers and trusted advisors to move research into practice. SERF is entering a new phase of growth. To support that growth and to move from a “best-kept secret” to a recognized leader we are hiring a Communications & Engagement Manager to enhance brand visibility, strengthen farmer relationships, and ensure SERF’s work is visible, useful, and trusted.

ABOUT THE ROLE

The Communications & Engagement Manager is responsible for how farmers, members, partners, and the broader agricultural community experience SERF day-to-day. Sitting at the intersection of producer relationships, research communication, events, membership, and visibility, this role ensures SERF’s research, programs, and team are clearly communicated, easy to engage with, and consistently presented across channels. You will be the primary owner of SERF’s outward-facing narrative and engagement systems, working closely with the Executive Director and program staff.

KEY RESPONSIBILITIES

Farmer & Champion Engagement

- Build and maintain relationships with a core group of farmer-leaders (“champions”)
- Develop and coordinate farmer-focused communications, including newsletters, producer stories, simple marketing materials and video content, working with outside specialists as appropriate
- Support and prepare farmers for field days, media interviews, panels, and presentations
- Act as a bridge between farmers and SERF staff

Member & Community Communications

- Own SERF’s member communication cadence, including monthly newsletters and onboarding communications
- Coordinate production of practical research briefs and summaries
- Ensure members receive clear, useful updates tied to SERF’s work and events

Events & Engagement

- Lead communications for regional field days, virtual talks, and annual events
- Develop event promotion materials and simple recaps
- Support post-event engagement through follow-ups and content reuse



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Media, Partnerships & Reach

- Maintain an earned-media pitch calendar
- Coordinate media kits, quotes, photos, and background materials
- Support co-branded communications with partners

Website, CRM & Digital Coordination

- Maintain Website and Social Media content (events, briefs, stories, membership pathways)
- Ensure CRM and online registration tools function smoothly
- Track basic engagement metrics

Brand Consistency & Internal Coordination

- Apply SERF's brand strategy and architecture consistently
- Serve as the internal point person for communications standards
- Provide regular updates to the Executive Director

QUALIFICATIONS & EXPERIENCE

- Post-secondary education in agriculture, communications or a related field, or an equivalent combination of relevant education and experience
- Strong interpersonal skills and comfort communicating with farmers
- Clear and practical writing ability
- Strong organizational skills and follow-through
- Excellent communication and relationship-building skills
- Background in Western Canadian Agriculture or farmer-facing organizations will be preferred
- Experience with newsletters, events management, or media relations
- Familiarity with basic CRM and email platforms

HOW TO APPLY

To apply, please submit your cover letter and resume directly to M. Junaid Afzal by October 15, 2026, using the contact details below:

Email: mjafzal@serfsk.ca

Phone: (306) 840-7358

Mailing Address: 15A Broadway Street, Box 129, Redvers, SK S0C 2H0