

General Manager Job Posting

ABOUT US

Ontario Processing Vegetable Growers (OPVG) represents farmers who grow 9 main processing vegetable crops that are canned, frozen, and pickled to serve up fresh from the field all year long. We're a non-profit organization working to ensure the sustainability of this unique segment of Ontario's agri-food industry. On behalf of growers, we coordinate research, deliver grower education, advocate for issues impacting farm operations, negotiate prices, and provide marketing and promotion activities.

OPVG represents approximately 350 processing vegetable growers in Ontario. To ensure the long-term sustainability of our sector, we advocate and coordinate on behalf of our growers on issues impacting the productivity and profitability of their operations.

JOB SUMMARY

We are excited to announce an opportunity for a strategic and collaborative **General Manager** to lead our organization. This is a key role providing leadership and direction to our growers in Ontario, bringing strategic insight, strong advocacy skills, and an understanding of the agricultural sector to positively impact the productivity and profitability of their operations. Reporting directly to the Board of Directors, you will oversee all operations, champion the interests of growers, drive strategic initiatives, and provide visionary leadership to a small, dedicated team.

KEY RESPONSIBILITIES

Leadership & Governance

- Provide strong leadership and guidance to Members and the Board throughout vegetable contract negotiations, ensuring a unified position and collective progress toward shared objectives.
- Drive the execution of strategic and business plans, ensuring timely implementation of Board decisions and directives.
- Provide strategic coordination and act as primary liaison with the Board of Directors and Board committees.

Policy, Regulatory & Contract Management

- Create and maintain Operational policies and procedures, Board policies, Bylaws, and understanding of Farm Products Commission's regulations 400, 421, 440, and 441.
- Work in connection with the Board in a supportive position to develop government relations strategies.
- Strengthen lobbying capabilities to advance policies and programs that enable sustainable, long-term growth.
- Advance and strengthen the negotiation process and execution of contract agreements across 9 crops and 18 contracts to ensure consistency, efficiency, and improved outcomes.

Financial & Operational Management

- Budget preparation and operational implementation.

Extension, Research, and Industry Development.

- Lead the development of extension activities for organizations, (i.e., Tomato, Cucumber, and Crops).
- Provide leadership and strategic support to drive industry growth, including research advancement, crop protection initiatives, and environmental sustainability efforts.

Market Intelligence & Information Management

- Collection, analysis, and dissemination of information on markets, crop information, and price discovery mechanisms.

Stakeholder & External Relations

- Develop and enhance collaborative relationships with industry value chain partners, government, and other agri-food associations.
- Establish provincial and national networks and liaisons.
- Leadership of marketing programs, including the promotion of processed vegetables.
- Communications oversight, both internal and external.

Organizational & People Management

- Management and oversight of human resources, including staff leadership, recruitment, and performance management, ensuring compliance with employment legislation and Board approved policies.

QUALIFICATIONS

Education & Experience

- Post secondary education in business or agricultural related field.
- Working knowledge of agriculture or agri-food systems; direct industry experience preferred but not required.
- Experience in agricultural policy, regulation, or related public-sector roles will be considered an asset.
- Experience in high-level management and decision-making.
- Experience working with and supporting a non-profit Board of Directors.
- Experience managing and being accountable for financial resources, budgets, contracts, negotiations, regulations, and agreements.

Knowledge & Skills

- Excellent written and verbal communication skills.
- Strong background in negotiating agreements, policies, or contractual frameworks.
- Strong leadership skills including report writing and presentation skills.

- Demonstrated ability to engage with business, government, and political leaders with empathy, tact, and professionalism to build strong relationships and foster consensus.
- Experienced in de-escalating conflict and fostering collaborative solutions.

Core Competencies

- Integrity – Demonstrates honesty and strong ethical principles.
- Leadership – Leads decisively, influences.
- Initiative – Take ownership and proactively drives tasks and improvements.
- Stress Tolerance – Manages pressure and criticism calmly and effectively.
- Achievement & Effort – Sets challenging goals and pursues excellence.

Working conditions

- This is a full-time position based out of the OPVG office in London, Ontario.
- Standard office hours: 8:00am – 4:00pm.
- Early morning or evening work may be required to attend Board meetings, industry meetings, and grower events.
- Travel will be required based on organizational needs; mileage and expenses reimbursed as per OPVG travel policy.
- A valid driver's license and access to a personal vehicle are required.

Application Process

- Qualified applicants may submit their resume and cover letter to opvg@culturedhr.com.
- Include “**General Manager Position**” in the subject line.
- While we appreciate all applications, only individuals being considered for the next phase of the review process will be contacted.

Ontario Processing Vegetable Growers is an equal opportunity employer, committed to meeting the needs of all individuals in accordance with the Accessibility for Ontarians with Disabilities Act (AODA) and the Ontario Human Rights Code (OHRC). As such, the organization will make accommodations available to applicants with disabilities upon request during the recruitment process, please email opvg@culturedhr.com.