

Position: Knowledge Mobilization and Assurance Director

This role will strengthen the connection between research, producer adoption, and assurance outcomes across Canada's beef sector.

Location: Calgary office with hybrid work options preferred. Remote may be considered.

Travel: Some travel within Canada will be required to support stakeholder engagement, industry meetings and program delivery

Employment Type: Full-time, permanent position

Salary: Negotiable and dependent on qualifications and experience

Who We Are: The Beef Cattle Research Council (BCRC) is Canada's industry-led funding agency for beef, cattle and forage research. Through research, knowledge mobilization and quality assurance initiatives, the BCRC helps Canadian beef producers and industry stakeholders access and adopt practical, science-based solutions that support a competitive, resilient and responsible beef industry.

The BCRC oversees Verified Beef Production Plus (VBP+), a national on-farm quality assurance program that helps beef producers demonstrate responsible production practices related to food safety, animal care, biosecurity and environmental stewardship.

About the Role: The BCRC is seeking a collaborative and strategic leader to advance industry adoption of research-based practices and innovations and demonstrate industry outcomes through effective knowledge mobilization and quality assurance initiatives.

Reporting to the Executive Director, the Knowledge Mobilization and Assurance Director will lead the BCRC's knowledge mobilization and Verified Beef Production Plus (VBP+) programs while working closely with the operational and science teams. This role will help demonstrate the impact of producer-funded research and industry-led quality assurance programs by developing, implementing and maintaining initiatives to encourage and measure the adoption of science-based information, supporting continuous improvement in beef production practices, upholding credible industry standards, and demonstrating outcomes across the Canadian beef sector.

As a member of the senior leadership team, this position will contribute to organizational planning, priority-setting, funding opportunities and industry partnerships. The role is well suited to someone who can think strategically, support capable teams, build strong relationships and translate complex ideas into practical outcomes.

Primary Responsibilities:

- Aligned with the BCRC's mandate, producer priorities and broader industry goals, support practical approaches that help producers access, assess, adopt, and demonstrate science-based production practices
- Provide strategic planning, direction and priority-setting for knowledge mobilization and certification-related initiatives including knowledge mobilization priorities within the [Canadian Beef Research & Knowledge Mobilization Strategy](#), ensuring meaningful engagement with relevant industry stakeholders
- Develop and monitor objectives, performance measures and reporting that demonstrate the impact of knowledge mobilization and assurance initiatives and align with BCRC strategic priorities
- Monitor emerging extension priorities, opportunities and capacity needs across the Canadian cow-calf, backgrounder, feedlot and forage sectors
- Lead and evaluate knowledge mobilization approaches that reflect how producers learn, assess risk, make decisions, and adopt beneficial practices
- Provide leadership, guidance and support to the Knowledge Mobilization Manager, VBP+ Operations Manager and VBP+ Technical Manager in advancing their respective program and operational objectives, enabling staff to lead effectively by helping clarify priorities, address challenges, and advance shared goals
- Provide leadership and strategic oversight to the VBP+ Technical Manager, who is responsible for the day-to-day management of VBP+ certification processes and management-system requirements, including accreditation readiness, impartiality safeguards, competence and authorization of certification personnel, records control, complaints and appeals, corrective actions, and coordination with regulatory, accreditation and scheme authorities
- Provide strategic oversight for VBP+ certification, producer enrollment, training, quality management and related program functions, collaborating with VBP+ managers, staff and delivery partners to strengthen program credibility, support continuous improvement, and advance the demonstration and communication of quality assurance outcomes across the Canadian beef sector.
- Secure and manage funding for VBP+ and knowledge mobilization initiatives, including budgets, applications, agreements, reporting, and audit requirements
- Support implementation of priorities and outcomes established through BCRC and VBP+ governance and management processes, while ensuring strong coordination with managers, delivery partners, and stakeholders
- Build and maintain strong communication with producer organizations, VBP+ delivery partners, Canadian Roundtable for Sustainable Beef (CRSB), researchers, funders, value chain stakeholders, and other industry partners to support collaboration, ensure the VBP+ program remains aligned with industry-accepted production practices and stakeholder expectations, and maximize program impact

Qualifications and Skills: The ideal candidate will bring a combination of strategic leadership, practical industry understanding, strong communication skills, and experience supporting producer-facing programs.

- Sound knowledge of the beef cattle industry, production systems and associated supply chains
- Experience in extension, knowledge mobilization, quality assurance, certification, program management, producer engagement or a related area
- Degree in agriculture, communications, science, education, business or a related field is an asset

- Experience with program planning, budget management, funding agreements, reporting and stakeholder accountability
- Understanding of, or interest in, social science, adult education, and behaviour change approaches that support producer adoption
- Strong prioritization, planning, project management, time management, communication, and relationship-building skills, with the judgment and self-direction needed to work effectively with various stakeholders

Essential Qualities:

- Collaborative Leader: You support people, build trust and help teams work effectively toward shared goals
- Bridge-BUILDER: You can connect research, producer needs, stakeholder expectations and practical on-farm application
- Strategic and Practical Thinker: You maintain scientific integrity and certification requirements while staying grounded in what is realistic, useful, and valuable for producers and the broader industry
- Clear Communicator: You can make complex information understandable, relevant, and actionable for different audiences
- Continuous Learner: You stay current on research, certification, extension and industry needs while remaining open to new approaches
- Financial acumen: You have sound judgment in planning, budgeting, and resource allocation, ensuring programs are delivered efficiently and achieve measurable value and impact

Our Core Values and Work Environment: The BCRC is a producer-led and producer-funded organization. Everything we do starts with and serves Canadian beef producers. Our work is grounded in producer impact, integrity, evidence-based decisions, collaboration, transparency and pragmatic innovation.

We operate as a lean, focused team where everyone's contribution matters. Our work style balances independent project management with collaborative problem-solving.

To Apply: Please send your resume and a cover letter in confidence to Tracy Herbert, Executive Director, at herbertt@beefresearch.ca. In your cover letter, please tell us:

- What interests you most about the connection between knowledge mobilization, quality assurance and producer impact
- One question you have about the BCRC, VBP+ or the Canadian beef industry

Applications will be reviewed starting September 14, 2026, and the position will remain open until filled. We thank all applicants for their interest; however, only those selected for an interview will be contacted.