



General Manager

The Newfoundland and Labrador Federation of Agriculture (NLFA) is a non-profit organization and the unified voice of farmers across Newfoundland and Labrador. Operating under the motto “Farmers for Farmers,” NLFA’s mission is to lead the advancement of a diverse, successful, and sustainable agriculture industry in the province.

NLFA facilitates several key programs and initiatives, including Agriculture in the Classroom NL, NL Young Farmers, AgriCare NL, NL Living Lab, and the On-Farm Climate Action Fund. From our Corner Brook head office, NLFA oversees advocacy, marketing and communications, sector collaboration, and day-to-day organizational operations.

NLFA is seeking a **General Manager (GM)** to lead the organization into its next chapter, guided by its three-year Strategic Plan. The General Manager is the overall manager of the organization, responsible for providing leadership to staff, program leads, and contract employees, while working closely with the Executive and Board of Directors to achieve NLFA’s mission and vision.

Key Responsibilities

Governance & Board Relations

- Serve as the primary liaison between staff and the NLFA Board of Directors and Executive.
- Organize and facilitate timely, well-prepared, and effective Board and Executive meetings.
- Provide accurate, clear, and timely reporting to support informed governance and decision-making.
- Ensure compliance with NLFA bylaws, policies, and strategic priorities, and communicate these effectively to staff.
- Implement and maintain up-to-date organizational bylaws and policies.

Financial Performance & Sustainability

- Oversee NLFA’s financial performance in collaboration with the Financial Administrator, Finance Committee, and project staff.
- Monitor organizational and project budgets, revenue streams, and expenditures to ensure responsible use of resources.
- Prepare and present the annual budget and financial reports for approval by the Board and membership.
- Ensure financial transparency through regular reporting to the Board, funders, auditors, and government partners.
- Identify and pursue diversified and innovative funding opportunities, including grants, sponsorships, partnerships, and alternative revenue sources to support long-term sustainability.

Mission, Strategy & Stakeholder Engagement

- Lead the implementation, monitoring, and review of NLFA's Strategic Plan.
- Strengthen NLFA's role as the unified voice of agriculture by working collaboratively with farmers, government, industry partners, and community organizations.
- Build and maintain strong, trusted relationships that support advocacy, collaboration, and public trust.
- Support communications, marketing, and public trust initiatives in collaboration with staff.
- Support industry development initiatives and annual sector events.

Organizational Leadership & Operations

- Provide inclusive leadership, mentorship, and professional development opportunities for staff.
- Recruit, retain, and support a skilled, professional, and motivated team.
- Oversee day-to-day operations to ensure organizational effectiveness and efficiency.
- Foster a respectful, inclusive, and professional workplace culture.
- Review, develop, and implement organizational policies and procedures in consultation with staff and the Board.
- Oversee contracts, agreements, and organizational commitments as required.

Qualifications

The NLFA is seeking a values-driven, collaborative leader who can guide a growing non-profit organization while supporting the unified voice of agriculture in Newfoundland and Labrador. The ideal candidate will bring:

- A post-secondary degree or diploma in Business Administration, Public Administration, Non-Profit Management, Organizational Leadership, Agriculture/Agribusiness, or a related field, or an equivalent combination of education and experience.
- Significant management experience in the non-profit sector or a similarly complex organization.
- Demonstrated experience working effectively with a Board of Directors within a governance structure.
- Strong strategic planning, leadership, and organizational skills.
- Knowledge of the agriculture industry is an asset but not required.
- Strong financial literacy, including budgeting, reporting, and oversight.
- Excellent written and verbal communication skills.
- Proficiency with Microsoft Office and related business tools.
- Ability to travel regularly within the province and occasionally outside the province.

Core Skills & Competencies

- Staff leadership, mentorship, and team development
- Strategic planning and execution
- Financial oversight and sustainability planning
- Grant writing, fundraising, and business development
- Relationship-building and diplomacy, particularly with government and industry stakeholders
- Strong work ethic, integrity, and collaborative leadership style

Why Join NLFA?

- Play a direct role in strengthening the agriculture sector and supporting local farms.
- Lead an organization that plays a vital role in the economic growth and sustainability of the province.
- Collaborate with a passionate and engaged agriculture community.
- Guide a dedicated team shaping the future of agriculture in Newfoundland and Labrador.

Compensation and Other Details

Job Type: Full-Time

Salary: \$110,000-\$120,000 per year

Vacation: 2 weeks annual paid vacation plus paid public holidays

Hours: 35 hours per week

Benefits: Dental, Drugs, Extended Health Benefits, Hospital and Travel

Location and Environment: You must be in Newfoundland and Labrador and able to commute daily to the Corner Brook office. Will be required to travel within the province and outside the province from time to time.

Expected Start Date: As soon as possible

How to Apply

Send your PDF resume and cover letter to hr@nlfa.ca by **January 27, 2026**. Only those candidates that are selected for an interview will be contacted.