

## California Dried Plum Board

### Position Announcement: Communications Director

A state agricultural marketing and research board in Roseville, CA representing the growers and processors of California prunes seeks an integrated communications practitioner with 5-7 years of experience in agribusiness, food and nutrition-related communications.

#### Responsibilities include:

- Developing and guiding trade, influencer and consumer communication that supports the premium positioning of California prunes and prune ingredients across multiple channels.
- Serving as a key liaison and cultivating relationships with California prune growers and processors.
- Identifying, establishing, cultivating and managing high-level relationships with food, nutrition and agribusiness media, industry experts and influencers.
- Along with marketing and communications agency partners, developing and executing integrated communications campaigns in support of California prunes that reach diverse stakeholders such as nutrition and culinary professionals, trade and consumers.
- Developing and editing high-quality written materials, including media correspondence, marketing and communications plans, industry communications, web site and social media content, and marketing collateral.
- Working with University researchers and crop management experts to create timely and beneficial communication for prune growers.

#### Qualifications:

The ideal candidate must be driven and willing to take initiative to work with a dedicated team of local and world-wide partners to execute the Board's strategic plan within a framework of meaningful performance measures and to provide counsel in the development of new opportunities.

Additionally, the ideal candidate will have:

- 5-7 years of applied experience supporting the communications needs of agribusiness and food companies in a commodity board, trade association or private company environment. An understanding of global food and agriculture distribution and trade channels is highly desired.
- Demonstrated performance as a strategic "360-degree" thinker, along with experience as a confident and adept verbal and written communicator with knowledge of and enthusiasm for the food and agriculture space.
- Experience cultivating agriculture industry relationships and maintaining a strong rapport with individuals in all facets of the industry.
- Ability to effectively reach stakeholders (including but not limited to agribusiness, culinary, food service, nutrition and consumer) through all forms of media.

- Operational knowledge of social media, measurement, and market research to adeptly guide communication strategies.
- Skills as a multichannel communicator and integrator of agriculture trade media strategies.
- A solid foundation of budget, project and outside agency management experience.
- A proven ability to prioritize, be assertive and self-starting, as well as a willingness to take ownership is essential to success. This translates to strong multi-tasking skills and the ability to effectively build confidence and trust among California prune industry members and external stakeholders.
- A basic understanding of public policy and international markets is a plus.

**Education:**

It is preferred that qualified candidates have a Bachelor's Degree in Communications, Marketing, Journalism, or associated field of study. An agriculture, food or nutrition focus is a plus. Other degrees will be considered if accompanied by relevant experience.

**Travel:** Approximately 20% of time with occasional international travel.

Compensation: Competitive salary and benefits package offered, commensurate with experience.

The California Dried Plum Board is an equal opportunity employer.

**APPLY NOW BY SUBMITTING YOUR RESUME AND COVER LETTER TO: [CONTACT@CDPB.ORG](mailto:CONTACT@CDPB.ORG)**