



CALIFORNIA DRIED PLUM BOARD

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Digital Marketing Communications Specialist

A California agricultural marketing board located in Roseville, CA has an immediate opening for a Digital Marketing Communications Specialist responsible for web and digital communications to manage social strategies, ongoing consumer engagement, and industry outreach programs. The position will report directly to the Director of Global Communications and Marketing. The ideal candidate will have experience in and a passion for the food and agriculture industry. Qualified candidates will possess at least a bachelor's degree in communications, marketing or related field, or have an academic background in the food and nutrition sciences with proven marketing experience. One to three years of applicable experience is preferred. Salary is competitive and commensurate with the overall qualifications and experience of the candidate. A comprehensive benefits package is offered. An Equal Opportunity Employer.

Job Responsibilities

- Drive social media strategy and communications plan
- Compose, post and manage online content to the organization's website and social media accounts
- Write marketing literature including articles, press releases and social media posts
- Continuous analysis and reporting to improve ROI of marketing activities
- Assist in managing marketing programs consisting of media relations, industry communications, developing/updating marketing collateral, and newsletter development
- Manage community and grower outreach and assist with trade shows
- Collaborate with domestic and international PR agencies

Requirements

- Bachelor's degree in Marketing, Communications, or related discipline
- 1 to 3 years of experience in related communications work for a variety of mediums
- Experience in managing/understanding social media communications
- Exceptional communication skills with a particular emphasis on writing skills
- Project management experience
- Ability to effectively interact with individuals and organizations throughout the industry

Please send resume and cover letter to:

Contact@CDPB.org

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