



JOB ANNOUNCEMENT

JOB DESCRIPTION

JOB TITLE Director of Communications

DEPARTMENT Communications

REPORTS TO President

CLASSIFICATION Full time; exempt

LOCATION Visalia, California

HOW TO APPLY This position is open until Friday, January 15, 2016 or until a suitable candidate is secured by the CRB. Interested and qualified candidates should electronically provide a cover letter and resume to Gary Schulz, President, Citrus Research Board: gary@citrusresearch.org

SUMMARY

The Director of Communications of the Citrus Research Board (CRB), headquartered in Visalia, CA is a valuable team member that reports to the CRB President and will provide hands-on, direct leadership for all communications outreach efforts of this quasi-governmental state agricultural marketing order engaged in various aspects of citrus research. The position requires a positive, can-do attitude in developing and executing communications strategies which best assure citrus industry, public and media support for grower/state/federally funded research comprising approximately \$10 million annually. The Communications Director is a key member of senior management and serves as a strategic advisor to the President in all communications matters. This includes event/meeting planning/production, production/distribution of meeting notices and related meeting documents, production of meeting minutes, planning/production of *Citrograph*/monthly newsletters/press releases and other industry communication tools, development of email distribution/media lists, and management of the CRB website. The Director of Communications will direct Communications Department personnel and contracted vendors, oversee the quality of all communications work, work to deliver all products and events on-time, and be a team player that contributes to a business culture of accountability, transparency and customer service to the many industry assessment payers and stakeholders.

Responsibilities:

- Provide lead staff assistance to the CRB Communications Committee.
- Provide the lead direction to vendors and CRB staff in producing the quarterly *Citrograph* 72-page magazine.
- Provide lead staff direction to vendors and CRB staff in producing monthly newsletters.
- Assume the lead management position in the planning and production of grower seminars, Citrus Conference, participation by CRB in CCM Citrus Showcase, CRB Post-Harvest Conference, and other CRB meetings/events as directed by the President.
- Supervise and direct Communications Department personnel.
- Provide assistance to CFO and President in establishing the annual budget and tracking budget variances.
- Work with the Research Department to bring emerging research findings to the awareness of the growers and citrus industry, media and the public through any communications means available and appropriate.
- Write articles for communications/marketing pieces and provide input as to graphic design to production professionals.
- Nurture positive relationships with industry and public organizations including the media.
- Photograph events, industry technology, agronomics and people for CRB communication pieces.
- Be responsible for event site selection, menu selection and arrangement of all audio-visual requirements within event budget.
- Travel to meeting locations/future locations/possible meeting locations on a regular basis as assigned by the President.
- Represent the Citrus Research Board at industry and public events as assigned by the President.
- Perform any and all other duties as may be required from time to time as the need arises and as assigned by the President.

Recommended Qualifications:

- BA/BS in Communications, Organization Leadership, Marketing or a related field is desired.
- 3 years of experience in publishing, public relations/advertising, event planning, etc. is a plus.
- Strong communications/public relations background preferred.
- Must be a dependable self-starter with a good work ethic.
- Experience with agricultural commodity organizations or non-profits desirable.
- Superior demonstrated PC skills and software (Word, Outlook, PowerPoint, Constant Contact) required.
- Excellent planning, verbal, publishing and written communication skills required.

Citrus Research Board is an equal opportunity employer and will not discriminate against any applicant on the basis of race, color, creed, gender, religion, marital status, registered domestic partner status, age, national origin, ancestry, physical or mental disability, medical condition, sex, genetic information, sexual orientation, military and veteran status, or any other consideration made unlawful by federal, state, or local laws.