

Conservation Technology Information Center

Job Description



Position: Communications and Outreach Manager

Job Location: West Lafayette, IN

Report To: Executive Director

Updated: 11/16/2016

Position: Fulltime, Exempt

Position Overview

Reporting to the Executive Director, this position works collaboratively with senior leadership to develop and implement communication strategies to broaden the impact of CTIC's programs and oversee organizational messaging and member services.

Essential Duties

Communications

- Contribute to communications strategies that will broaden CTIC's reach and impact
- Represent CTIC and its members as effective advocates for conservation issues
- Publicize the activities of the organization, its programs and goals
- Develop and deliver communications/information materials
 - Write and edit quarterly online magazine and e-newsletter
 - Write and distribute news releases
- Work with staff to develop and refine CTIC's "core" messages to ensure organizational consistency
- Work with staff and contractors to coordinate, develop and edit print and digital publications
- Develop and maintain social media presence
- Serve as editor for the organization's website; manage content on CTIC's website
- Other tasks as assigned by Executive Director

Outreach

- Foster respect and passion for agricultural conservation
- Maintain and advance media relations
- Effectively present CTIC information and initiatives one-on-one and to groups at trade shows, meetings and events

Fundraising and Program Development

- Assist with writing and editing proposals
- Assist Executive Director and staff in membership and fundraising efforts

Relationship Building

- Leverage relationships with CTIC members, including leaders of industry, national associations, media companies, academics and others to support CTIC's communications strategy
- Work with staff to develop materials that support member recruitment and other goals of the organization

Education

- Bachelor's degree in communications or journalism. Work experience in lieu of education will be considered.
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Experience

- Minimum of three years of experience in communications
 - Experience writing, editing and producing communications materials
 - Experience in advocacy and media relations
 - Experience positioning an organization in a competitive communications environment
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Knowledge, Skills and Abilities

- Working knowledge of agriculture and conservation systems
 - Ability to communicate complex technical material in an easily understandable way to a variety of audiences
 - Ability to organize work and manage deadlines for multiple projects simultaneously in a fast-paced team environment
 - Proven time management skills
 - Responsible, detail-oriented and able to work independently
 - Proficiency in Microsoft Office Suite, including Word, Excel, and Outlook
 - Experience with Adobe Creative Cloud or other common design software
 - Strong communications, marketing and public relations skills for engaging stakeholders including ag industry, government representatives and NGOs
 - Commitment to high quality results
 - Ability to work effectively in collaboration with diverse groups
 - Proficiency in multimedia communications (e.g. writing, photography, video)
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Working Conditions

Office environment

Must be able to travel