



Conservation Technology  
Information Center

# Conservation Technology Information Center Job Announcement

## Director of Communications

**Application Deadline: 5 p.m. CDT on July 26, 2024**

**Preferred Start Date: September 3, 2024**

**Location: West Lafayette IN or Fully Remote Available**

### **About CTIC:**

The Conservation Technology Information Center (CTIC) was formed in 1982 to support the widespread use of economically and environmentally beneficial agricultural systems. CTIC is a non-profit 501©3 organization supported by leading agriculture and conservation entities from across the United States. CTIC's mission is to champion, promote and provide information on technologies and sustainable agricultural systems that conserve and enhance soil, water, air and wildlife resources and are productive and profitable. CTIC is governed by a 17 member Board of Directors. CTIC currently has 7 full-time staff, 2 interns and several consultants that deliver a wide-array of programs and projects. If you are passionate about conservation agriculture and thrive on being an integral part of a small and dynamic team, this is the ideal position for you.

### **Primary Position Responsibility:**

CTIC is growing and is seeking applications for a full-time, exempt Director of Communications. The position can be located in the CTIC office in West Lafayette, Indiana, or work remotely. The Director of Communications is responsible for leading all aspects of communicating CTIC's mission, vision and brand and to enhance the member-based organization's key programs and initiatives. The Director shall lead the development of an overall communications strategic plan and contribute to broader organizational goals to champion, inform and connect across the conservation ag sector. The Director shall oversee all aspects of the organization's communications infrastructure, including media relations, newsletter and annual report, social media, website content, promotion of CTIC annual Conservation In Action tour and other events. The Director will also establish and strengthen relationships with communication staff of member and partner organizations to optimize shared goals and partnership projects.

### **Essential Functions:**

- Develop and execute a strategic communications plan to elevate our brand and conservation initiatives and projects.
- Measure, monitor and report on the success of the communications plan and individual communication efforts to refine strategies and apply adaptive management.
- Lead all aspects of our communications infrastructure including news releases, monthly newsletter and annual report, webinars, social media channels, website and promotion of annual Conservation In Action Tour.
- Oversee comprehensive CTIC website redesign and launch in 2025.
- Develop and strengthen relationships with key members of the ag communication community including editors, broadcasters and CTIC partners' communications staff for coordinated and executed efforts.
- Assist with membership campaigns and opportunities to amplify members' sustainability programming.
- Collaborate with CTIC field staff in developing and promoting field days and other in-person events to drive farmer and stakeholder participation.

- Work with partners, contractors and consultants to add capacity and deliver specialized communication products and deliverables.
- Identify new and innovative opportunities to deliver CTIC's impact with emphasis on social and digital media campaigns.

**Required Education and Experience:**

- Excellent written and verbal communication skills
- Proven organizational, planning, prioritization and collaboration skills
- Success in designing, implementing, and managing comms plans for high-profile projects
- Exceptional attention to detail, knowledge retention, and ability to quickly learn new subjects
- Strong time-management skills for executing projects and assignments with competing priorities, deadlines and demands
- Ability to work effectively with contacts in the media and across external partners
- Experience managing social media, digital communications and website content

**Preferred Credentials & Qualifications:** The position requires a bachelor's degree in communications, public relations or a related field and a minimum of 5 years related work experience. Proven agriculture communication experience can also be used in lieu of a degree in communications and public relations. Preferred consideration will be provided to candidates with a master's degree in communications and/or experience delivering communication programming for conservation/agriculture organizations.

**Location:** Full-time remote work is available with preference for candidates residing in the Midwest or West Lafayette, IN.

**Travel:** Limited, but some overnight travel is required for annual Conservation In Action tour, annual team meeting and training/conferences.

**Salary:** Negotiable depending on qualifications and experience.

**Benefits:** CTIC provides an excellent benefits package, including 13 paid holidays, vacation (earn 3 weeks by end of year 1), sick time; life insurance; short and long-term disability; health reimbursement account or medical insurance (100% for employee); Simple IRA (up to 3% match); and a dynamic, team-oriented work environment.

**Reports to:** Executive Director

**How to Apply:**

Anyone with interest in applying for the role should email (in a single file) an application package consisting of a cover letter, CV or resume and three professional references to [job-opportunities@ctic.org](mailto:job-opportunities@ctic.org) no later than **5 p.m. CDT on July 26, 2024**. Please include desired starting salary in your cover letter. The preferred start date is September 3, 2024. Questions about the role can be directed to the Executive Director, Ryan Heiniger, at [heiniger@ctic.org](mailto:heiniger@ctic.org) or 319.768.8348.

**Equal Opportunity Employer**

CTIC is committed to providing an open and accepting environment for all of its employees. CTIC prohibits any discrimination on the basis of gender, race, religion, sexual orientation, national origin, age, disability or veteran status.