

# DIRECTOR OF COMMUNICATIONS & INDUSTRY RELATIONS

## North American Blueberry Council & U.S. Highbush Blueberry Council

— SALARY RANGE: \$85,000–\$110,000 DOE/DOQ —

**THE NORTH AMERICAN BLUEBERRY COUNCIL (NABC) AND THE U.S. Highbush BLUEBERRY COUNCIL (USHBC)** seek a Director of Communications & Industry Relations (Director) to lead promotional campaigns on behalf of blueberry growers across the Americas to increase blueberry consumption.

The Director is responsible for planning, directing and overseeing industry communications and industry relations programs involving growers, marketers, exporters, importers, distributors, allied industry spokespersons, foreign blueberry organizations and other stakeholders. The ideal candidate collaborates with other members of the management team to develop and execute communication concepts, campaigns and other related work. The Director should be a creative thinker; have genuine interest and passion for health, wellness and nutrition; and an extensive background in marketing programs, events and services with demonstrated results. Additionally, a background in a like organization and/or agriculture or similar cultural environment is highly desired. Interpersonally, the ideal candidate will be curious, tactful, demonstrate exceptional communication skills, be a strong project manager and possess a high level of emotional intelligence. *This is a unique opportunity for someone who wants to work with a high degree of autonomy, lead a creative marketing strategy centered around blueberries and effectively support highbush blueberry growers across continents.*

### the organizations/ councils

**The USHBC** is a federally mandated USDA research and promotion program that supports blueberry growers throughout the Americas (U.S., Canada, Chile, Peru, Mexico and more) and supports the growth of the blueberry industry by educating, researching and promoting consumer demand. USHBC also strives to improve growers' and handlers' participation to advance the blueberry industry's goals, and initiates activities that increase consumption and demand for highbush blueberries.

**The NABC** is a membership organization that is a key advocate for the success and profitability of the highbush blueberry industry and assists its members by addressing market access issues, providing counsel in the development of standards for quality and food safety, and serves as a voice for America's blueberry industry.

**Both councils** encourage cooperation among the international blueberry communities and provide their members with timely, market-relevant information and advice on good industry practices. The NABC leads a Legislative Committee that serves as a voice in legislative and regulatory matters on behalf of the blueberry industry in conjunction with other agricultural groups and coalitions.

### the job/ideal candidate

**The Director reports to the Vice President of Marketing and Communications** and is a newly created position that will lead promotional campaigns on behalf of blueberry growers across the Americas to increase blueberry consumption. The Director is responsible for planning and overseeing industry communications and relations programs involving growers, marketers, exporters, importers, distributors, allied industry spokespersons, foreign blueberry organizations and other stakeholders. The Director will be a creative, high-level thinker who strategizes, designs, implements, measures and reports on all industry communications efforts, including:

- Weekly member e-newsletters
- Email marketing campaigns
- Member surveys
- Blogs
- Social media
- Online resources and website updates
- Trade media outreach
- Annual reports
- Event/conference communications

We're looking for an innovative leader with a history of building trusted relationships who is masterful at verbal and written communications, and self-motivated in creatively using communication tools and techniques to draw engagement, conversion and participation. This candidate will specialize in growing and developing communication channels with industry stakeholders (growers, marketers, foodservice, food manufacturing, retail, etc.) and effectively work in coordination with, and assist agency work on, consumer communications to engage with and grow the blueberry consumer audience and produce data-driven results as directed by the Vice President of Marketing and Communications. The selected candidate will be an exceptional project manager; have a genuine interest and passion for health, wellness and nutrition; and be responsive to member needs. This candidate will have the ability to think outside the box, bring new perspectives and have experience working in a similar organization and/or agriculture or commission industry.

#### The Director of Communications & Industry Relations will also ...

- Overlay the strategic plan objectives with each industry relations program area.
- Prepare for and participate in board meetings, Industry Relations Committee meetings and conference calls.
- Manage contact list development, segmentation and growth for NABC/USHBC e-marketing platforms.
- Direct communication efforts to educate and inform industry members.
- Make presentations on selected topics.
- Coordinate media, print and broadcasting relations and events, and conduct targeted outreach communications and campaigns.
- Administer survey and assessment tools to track industry interest and response rates.
- Collaborate with executive leadership and contracted agencies to develop crisis communications programs, and produce manuals, training, etc.
- Contribute to and edit communication plans and media content.
- Manage public relations and digital outreach.
- Successfully project and shape a healthy product image with the trade, influencers and consumers.
- Manage trade public relations for NABC and USHBC.
- Oversee video production and video use across all content and collaborate with contracted video creation team.
- Work with agency partners and media contacts.
- Attend industry trade conferences and conventions.
- Ensure consistent and accurate messaging.
- Provide straightforward, factual information about USHBC and programs.
- Collaborate with finance controller on program budgets and fulfill administrative requirements.

### folsom, california

#### A GREAT PLACE TO LIVE, WORK & PLAY

**Just 30 minutes from Sacramento** and two hours from the Bay Area, Folsom offers a mild climate year-round to enjoy myriad outdoor activities, cultural events, shopping and dining. The area's history is filled with Gold Rush-era greatness, Johnny Cash and preservation of its nature and arts. With a historic downtown, proximity to a multitude of recreational activities, including hiking, biking, horseback riding, water skiing, boating and camping at the 20,000-acre Folsom Lake Recreation Area, Folsom is a vibrant community that ties together Old World charm with modern amenities and proximity to world-class urban centers. Folsom is known in the region for top elementary through high school education institutions and is close to a host of other higher education options (CSU-Sacramento, UC Davis, Folsom Lake College, William Jessup University, MTL, American River College, Sierra College).

### BACKGROUND + EDUCATION

#### — required —

- A bachelor's degree, ideally in a related field such as marketing, communications, public relations, digital media or closely related field.
- A minimum of 6 years of related marketing experience.
- Ideally, in-depth experience marketing programs, events and services with demonstrated results.
- Possession of a valid and appropriate driver's license and ability to occasionally travel as needed.
- Completion of a background investigation to the satisfaction of NABC/USHBC

#### — preferred —

- Food marketing experience, knowledge of the blueberry industry is highly preferred.
- Association management, membership and/or product industry experience a plus.

### DESIRED SKILLSET

- 1. COMMUNICATION & WRITING SKILLS:** Headlines and promotional copy, creative messaging, press releases and news articles, board/council updates, presentations, strong interpersonal skills and proven ability to work independently and collaboratively.
- 2. PRODUCTION SKILLS:** Basic graphic design layout and composition, video production, YouTube channel management, Wordpress, Adobe Creative experience a plus; experience working with graphic design vendors/consultants.
- 3. EMAIL MARKETING AND MEASUREMENT AND GROWTH STRATEGY:** Mailchimp, Constant Contact or similar CMS; Survey Monkey; Google analytics.
- 4. PROJECT MANAGEMENT:** Ability to plan and manage multiple programs and projects simultaneously is a must. Deadline-driven and detail-oriented. Familiarity with print and web production processes.

### TAKE A LOOK AT OUR MOST RECENT PROJECTS/TOOLKITS/PROMOTIONS!

1. USHBC 2019–2020 Impact Report
2. Promotional Toolkit
3. NABC/USHBC Spring 2021 Event
4. "Behind the Blue" Newsletter
5. USHBC "The Business of Blueberries" Podcast

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### salary+benefits

The annual salary range is: **\$85,000–\$110,000**; salary will be negotiated depending upon qualifications and experience. Benefits include: retirement, medical/dental/vision insurance and paid holidays.

### HOW TO APPLY

For first consideration, apply by **FEBRUARY 22, 2021**, by completing an application and attaching your cover letter and resume at: [wbcpinc.com/job-board/](http://wbcpinc.com/job-board/)

#### SAVE THE DATES

Interviews dates are **MARCH 9 + 10** (candidates selected to interview will need to be available for both days).

Please contact your recruiter, **Sam Sackman**, with any questions:

**866.9227.WBCP** (toll free)  
**541.630.0657** (direct)  
[sam@wbcpinc.com](mailto:sam@wbcpinc.com)



NABC/USHBC is an Equal Employment Opportunity Employer.