



Summary

This salaried full-time position with the Agricultural Retailers Association reports primarily to the Director of Communications & Marketing, and secondarily to the Vice President for Member Services and Corporate Relations. The position works closely with various other staff members on external communications, member engagement and member service projects. Following are the major job responsibilities and an approximate estimate of time allocation for each.

Primary Responsibilities

- **Communications – 50%**
 - Develop and maintain a digital media plan and editorial calendar, including social media management, and developing a podcast
 - Lead in content creation for member companies, state associations, and others to use in their communications
 - Work with the ARA Policy Team to format and distribute timely content on policy issues through the appropriate channels.
 - Assist the Director of Communications with preparation and distribution of ARA newsletters, press releases, brochures and other communications.
 - Assist the Director of Communications with updating and maintaining the ARA website.
 - Assist with marketing and communications for the annual conference.

- **Member Services and Engagement – 40%**
 - Management of Member Service programs. May include webinar coordination, Rising Stars, benchmarking, training programs, liaison with vendors or other projects.
 - Intentionally engage alumni from ARA training programs in committees and policy advocacy.
 - Collect member input through polls, surveys, etc. as needed.

- **Other Tasks as Assigned – 10%**

Qualifications & Essential Skills

- Bachelor's degree required (Agricultural Communications or related fields preferred).
- Three to five years of related work experience.
- Agricultural-related and/or association communications experience a bonus
- Social media proficiency.
- Excellent organizational and planning skills and an ability to prioritize and meet deadlines.

- Strong oral and written communication skills.
- Proficiency with software including HTML, CSS, WordPress (or other website content platform) and Adobe Creative Suite.
- Experience with Salesforce or NimbleUser software a bonus.
- Graphic design and photography skills a plus.
- Ability to work as a team player in a fast-paced but intimate small-office environment.
- Commitment to exceptional customer/member services and getting the job done right, on time, and on budget.
- Ability to complete administrative tasks with minimal supervision, and to manage multiple tasks simultaneously.
- Ability to travel at least three times per year.

Compensation

Compensation for the position includes a competitive salary and benefits package as provided in ARA's Personnel Policy. Target salary range is \$48,000-\$65,000 commensurate with experience. Reasonable travel expenses will be reimbursed as provided in ARA's Personnel Policy Document, and travel dates will be provided as far in advance as possible.

Application

Interested candidates should submit send a resume, cover letter and a writing sample by April 8, 2019. Electronic (preferably PDF) submissions only. Send materials to:

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