

Marketing Communications Manager

Job Posting

Full-time; On-site

The California Prune Board in Roseville, CA is seeking someone to join our entrepreneurial team responsible for a range of internal and external communications and administrative functions that support the mission, vision, purpose, and values of the California Prune industry.

The primary goal of the Marketing Communications Manager is to work under the direction of the Director of Brand & Industry Communication with a focus on promoting the point of origin for California Prunes through execution of a strategic marketing communications plan and the internal industry communications to growers and handlers that support their investment in Board activities. This position will work as part of an integrated marketing communications team of agencies, advisors, content producers, and storytellers who promote the premium, taste, health, and versatility of California Prunes through many different mediums and communication channels.

This role is also part of a small cross-functional staff for the California Prune Board and is responsible for supporting the administrative function of Board activities, meetings, and events throughout the year.

DAY-TO-DAY RESPONSIBILITIES

- Assist in day-to-day marketing and creative activities to ensure seamless execution and workflow management for cross-functional projects.
- Manage marketing and communications timeline in tandem with agencies and vendors to hold teams accountable for delivering on project plans and remove roadblocks that interfere with project success.
- Support in writing, editing and development of industry communications including editorial calendar and development of newsletters.
- Work with other functional teams (i.e., stakeholders, agencies, staff, advisors, etc.) to identify communications needs for a target audience.
- Coordinate digital and website agency projects to ensure a cohesive and seamless user experience and keep website current with appropriate information and photography.
- Support in preparation of measurement reports, including input of data and completing reports for distribution to stakeholders.
- Maintain and organize digital brand resources, photography, and marketing materials on all platforms where assets are housed including shared drives, website, Chorus, etc.
- Actively contribute to project working sessions offering recommendations and solutions.
- Support in creating and preparing meeting presentation materials and setup/breakdown of meetings.
- Perform general administrative duties in support of Director and office.

EXPERIENCE & QUALIFICATIONS

- Bachelor's degree and 3-5 years' experience working in PR/marketing.
- Passion for agriculture, food, and knowledge of the California farming/commodity landscape.
- Strong creative, project management, strategic, and organizational skills.
- Proficient with WordPress and Office Tools (e.g., MS Office, Teams, Zoom, GSuite).
- Solid understanding of integrated marketing communications practices, content marketing, tools, and techniques in social media.
- Excellent communication, writing, editing and presentation skills. Proficiency in AP and Chicago editing styles a plus.
- Self-motivated and ability to take initiative, be resourceful and provide problem-solving ideas.
- Demonstrated success working in dynamic environment with a small entrepreneurial team with ability to build strong partnerships and work collaboratively with others, delivering against objectives.
- Demonstrated ability to stand out in a team-based environment.
- Occasional travel may be required.

BENEFITS

- Employer-paid premiums for medical, dental, vision and life insurance
- Employer-funded retirement plan
- 12 paid holidays
- Vacation and sick leave
- Professional development opportunities

ABOUT US

The California Prune Board was established in 1952 to represent growers and handlers under the authority of the California Secretary of Food and Agriculture. California is the world's largest producer of prunes with orchards across 14 counties in the Sacramento and San Joaquin valleys. Promoting a lifetime of wellness through the enjoyment of California Prunes, the organization leads the premium prune category with generations of craftsmanship supported by California's leading food safety and sustainability standards.

For more information, visit: <https://californiaprunes.org/>

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the CPB is prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity (not all bases apply to all programs).