

JOB POSTING: MARKETING COMMUNICATIONS COORDINATOR

Organization: California Prune Board

Location: Roseville, CA (in-person)

Reports to: Director of Brand and Industry Communications

Salary Range: \$65,000 – \$80,000 commensurate with experience

POSITION SUMMARY:

The Marketing Communications Coordinator supports the Director of Brand and Industry Communications in promoting the premium quality and unique origin of California Prunes. This role involves assisting with strategic marketing communications and internal industry outreach to advance the mission, vision, purpose, and values of the California Prune industry. As a member of a small, fast-paced cross-functional team, the coordinator supports internal Board and industry activities and collaborates with a network of agencies and subject matter experts for consumer-facing activities. This role requires managing diverse responsibilities both independently and within a team environment.

The ideal candidate is extremely organized and brings an entrepreneurial mindset with a commitment to integrity, quality, service, and a passion for continuous improvement. If you are a strategic thinker, uphold the highest standards of professionalism, are detail oriented and can work with a diverse range of people, then this role is for you.

KEY RESPONSIBILITIES:

- Coordinate with internal staff, agencies, subject matter experts, and vendors to prepare reports, presentations, messages, and other projects and materials related to marketing and communications programs.
- Write and edit content for industry newsletters, as well as develop and coordinate graphics, layout, and distribution.
- Organize and maintain inventory of in-house marketing collateral, and promotional items, and coordinate sponsorship and sampling requests.
- Coordinate inter-agency team meetings, measurement reports, and assist with campaign data collection and analysis.
- Plan and attend industry meetings and events, and support in managing logistics, audiovisual setup, and event coordination.
- Support marketing teams on activity planning, data management, and research for alignment in storytelling and positioning for key audiences.
- Consistently maintain contacts, bios, headshots, story angles and opportunities related to industry communications.
- Perform other duties as needed.

QUALIFICATIONS:

- Bachelor's degree in marketing, communications, or a related field, with up to 2 years of relevant experience (internships and academic projects acceptable).
- Passion for agriculture and knowledge of California's farming/commodity landscape.
- Strong organizational, creative, and critical-thinking skills, with attention to detail and an entrepreneurial spirit.
- Demonstrated understanding of Public Relations and content marketing
- Proficiency with MS Office, WordPress, and familiarity with marketing tools and platforms such as Google Analytics, Canva, Monday.com, and digital asset management platforms.
- Proactive and self-motivated, with strong interpersonal, communication, writing, and editing skills, capable of engaging diverse audiences effectively.
- Ability to work collaboratively with cross-functional teams and volunteers to achieve shared goals.

- Ability to lift 10 lbs. and must have regular transportation and ability to furnish your own vehicle to be used in the course of employment. A valid driver's license and minimum insurance coverage is required. Miles traveled will be reimbursed based on the California Milage Reimbursement standard rate.
- Ability to travel overnight with flexibility to accommodate event and marketing related activities, which could include occasional evening/weekend events.
- Stand, sit and walk for extended periods of time in a variety of environments, which may include prune orchards and processing facilities.

BENEFITS

- Employer-paid premiums for medical, dental, vision and life insurance
- Employer-funded retirement plan
- 12 paid holidays
- Vacation and sick leave (10 days' vacation in years 1-3)
- Professional development opportunities

ABOUT US

The California Prune Board (CPB) was established in 1952 to represent growers and handlers under the authority of the California Secretary of Food and Agriculture. California grows all the U.S. prune production and 40% of the world's production with orchards across 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.

Watch our story: <https://youtu.be/QqN8HuXwhml>

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).

Interested Candidates can submit a resume and cover letter to: contact@californiaprunes.org