



Communications Specialist

California Prune Board | Roseville, CA | In-Person

Salary: \$80,000–\$90,000 annually + comprehensive benefits

About the Role

The California Prune Board is seeking a Communications Specialist to join our marketing and communications team. Reporting to the VP of Brand Strategy & Communications, this role will translate marketing and communications strategy into projects and programs that strengthen the California Prunes brand and support the long-term success of California's prune industry.

This is a hands-on role with meaningful ownership across project management, content development, agency and industry coordination, and communications execution. As part of a small, collaborative team, you'll gain direct exposure to brand strategy, consumer marketing, public relations, research, digital marketing, industry communications, and California agriculture—with the opportunity to contribute ideas, exercise judgment, and see the impact of your work.

What You'll Do

- **Manage marketing and communications projects** from planning through completion, including timelines, contributors, approvals, and deliverables.
- **Write, edit, and coordinate content** for industry newsletters, presentations, reports, announcements, talking points, and other communications.
- **Own production of the industry newsletter**, coordinating content development, design, approvals, and distribution.
- **Coordinate agency partners, vendors, subject matter experts, staff, and industry stakeholders** to keep projects and deliverables moving forward.
- **Review agency-developed materials** and provide thoughtful feedback on messaging, positioning, audiences, and channels; coordinate Inter-Agency Team meetings and follow-through.
- **Support industry communications and events**, including the Annual Update, meetings, sponsorships, sampling, and maintaining marketing communications resources, systems, and workflows.

What We're Looking For

- Bachelor's degree in marketing, communications, journalism, public relations, or a related field, with minimum 3–4 years of relevant professional experience.
- Strong writing, editing, and communication skills, with the ability to adapt content for different audiences and channels.
- Strong organizational and project management skills, with the ability to independently manage multiple priorities and deadlines.

- Demonstrated ownership, initiative, sound judgment, and follow-through, including the ability to synthesize information and provide constructive feedback.
- Strong interpersonal skills and ability to collaborate effectively with agencies, vendors, subject matter experts, colleagues, and external stakeholders.
- Experience in communications, public relations, content development, digital marketing, or integrated marketing preferred; experience in California agriculture a plus.
- Comfortable working in a small, evolving organization where individuals contribute across a range of responsibilities.
- Strong PowerPoint skills, with the ability to develop, refine, and finalize professional presentations for industry and stakeholder audiences. Proficiency with Microsoft Office; familiarity with WordPress, Google Analytics, Canva, Monday.com, and digital asset management platforms a plus.
- Ability to travel overnight and occasionally work evenings/weekends; valid driver's license and access to a personal vehicle required.

Why Join the California Prune Board?

- **Meaningful ownership.** You'll own projects and communications workstreams rather than simply supporting someone else's work.
- **Direct access to leadership.** You'll work closely with the VP of Brand Strategy & Communications and gain firsthand exposure to how strategy becomes execution.
- **Broad experience.** You'll work across consumer marketing, PR, research, digital marketing, content, industry communications, and events.
- **Visible impact.** You'll be part of a small team where your work is visible and directly connected to the California Prune Board's mission and the long-term success of California's prune industry.
- **Opportunity to grow.** As the Board's marketing and communications needs evolve, there will be opportunities to expand your responsibility and ownership.

Competitive Benefits Package:

In addition to a \$80,000–\$90,000 salary range, CPB offers employer-paid employee medical, dental and vision coverage, a highly competitive employer SEP-IRA contribution after one year, employer-paid life and long-term disability insurance, paid vacation and sick leave, 11 paid holidays, and flexible spending and voluntary retirement savings options.

How to Apply

Please email your resume and cover letter to Kiaran Locy to klocy@californiaprunes.org

The California Prune Board is an equal opportunity employer.