

Title: Manager of Communications & Partnerships
Reports to: Director of Communications & Member Experience

Snapshot Summary

This position has key responsibilities in many of ARA's communications and outreach activities. You're someone who enjoys managing and expanding external relationships. You're skilled at photography and graphic design. You find challenge and satisfaction in producing communications projects, being actively involved in planning and producing our annual conference, and connecting reporters with the right person on the ARA team to answer their questions or provide a comment. You coordinate with a number of outside partners and sponsors and work to ensure that fulfillment happens on both sides of the partnership. You're organized and capable of managing multiple projects simultaneously.

You will have a chance to grow into other responsibilities consistent with your skills and interests. In a small-staff environment like ARA, everybody gets involved in big projects together.

Work Environment

ARA's modern office is in the vibrant Ballston neighborhood of Arlington, Virginia, one block from the Ballston Metro station. The office is shared with two aligned organizations, CropLife America and The Fertilizer Institute, and a few other affiliated groups. Co-locating with these organizations allows us to share equipment and meeting facilities and facilitates collaboration and professional friendships among staff of these groups. Several suite-wide activities like celebrating work anniversaries and birthdays together provide a fun environment.

ARA's small staff complement of 8 people means that everyone's individual performance is vital to team success. Each person on the team has areas for which they are responsible, and then we join together to execute team projects ranging from communications to the annual conference.

ARA offers assistance with commuting in the form of Metro stipends or parking allowances. The "center of gravity" where everything comes together is the office, but ARA also provides telework options for team members who prefer a mix of remote and office work. All of ARA's information technology resources are cloud-based for maximum flexibility.

Organization

ARA is a national trade association representing agricultural retailers – companies who provide products and services to crop farmers. These companies can be small or large in size; private family companies, cooperatives, or publicly-traded corporations; and have locations in all of the 48 contiguous United States. ARA advocates, influences, educates and provides services to support its members in their quest to maintain a profitable business environment, adapt to a changing world and preserve their freedom to operate. ARA's national staff includes 8 full time employees.

Qualifications and Essential Skills

- Bachelor's degree required; degree in agricultural communications or other communications-related field preferred
- Social media proficiency
- Excellent organizational and planning skills with an ability to prioritize and meet deadlines
- Strong oral and written communication skills
- Ability to work as a team player in a fast-paced but intimate small-office environment
- Commitment to exceptional customer/member experience and getting the job done right, on time, and on budget
- Ability to travel at least three times per year
- Ability to complete administrative tasks with minimal supervision, and to manage multiple tasks simultaneously

Preferred attributes

- Agricultural-related and/or association communications experience
- Experience using Drupal (or other website content platform) and Adobe Creative Suite
- Experience with Salesforce, NimbleUser or other CRM software
- Proficiency in HTML, CSS

Primary Responsibilities

Communications (50%)

- Assist with *Retailer Facts* newsletter, press releases, member alerts, website, social media and other communications functions as needed
- Graphic Design
- Media relations
- Establish and maintain relationships with other ag communicators and professional organizations
- Routing incoming media requests and cultivate relationships with reporters
- Design, produce and distribute ARA's Annual Report

- Track and fulfill co-marketing, ads & sponsor commitments
- ARA logo use and branding, stationery and presentation templates
- Manage advertisements, e-news posts, social media and similar content with *Farm Journal* for *The Scoop* official ARA publication

Annual Conference (30%)

- Design and produce the program book & printed materials
- Conference publicity design
- Coordinate travel and A/V needs for conference speakers
- Work with our A/V contractor for preparation and production of conference programming
- Design and produce the Exhibitor & Sponsor prospectus
- Oversee promotion of the Retailer of the Year program, collect applications, and coordinate the video shoot at the winner's location
- Direct production of Conference video materials with a video contractor
- Communicate, track and deliver Sponsor benefits to assure fulfillment
- Conference Signage - plan, design and produce signage for the annual conference
- Set up the conference Mobile app (if that feature is added)

Partnerships & Other (20%)

- Serve as primary liaison for our Management Academy and other cooperative programs with Purdue University
- Primary liaison to *The Scoop* and *Farm Journal*
- Marketing of ARA Member Services to members
- Manage ARA's commitments for the *ENGAGE for Ag Leaders* member service program
- Manage all aspects of the *Crisis Communications* member service program
- Ensure timely shipment of ARA marketing and recruitment materials to support ARA staff at events
- Other duties as assigned

Compensation

Compensation for the position includes a competitive salary and benefits package commensurate with experience as provided in ARA's Personnel Policy. The Starting Salary range for this position is \$65,000-\$79,000. Reasonable travel expenses will be reimbursed as provided in the Personnel Policy, and travel dates will be provided as far in advance as possible. This is an office-based position. ARA leadership believes in the value of team relationships and collaborations that arise from being together in the office, but ARA does provide a partial telework option for those who prefer a mix of remote and office work.

Application

Applicants should provide the following items in electronic format (PDF preferred) by August 26, 2022, to be considered for the position:

- Cover letter
- Resume
- At least two references with contact information

Materials should be sent to info@aradc.org with the subject "Manager of Communications & Partnerships."

Post date: August 2, 2022