



Job Title: Outreach Architect

Supervisor: Jennifer Reed-Harry, Assistant Vice President, PennAg Industries Association

Nature of Position:

Seeking a technology and design savvy strategic thinker who can manage our communications across multiple platforms which include, but are not limited to, creative assets, event planning and execution, website, social media, video and publications. This person will also work cross-functionally with our team to ensure PennAg is effectively meeting member needs, targeting prospective members and deliver quality programming. This opportunity is ideal for someone who is energized by challenging work and is committed to translating their professional skills in marketing, meeting orchestration and communications with PennAg's mission.

This is a full-time position. Daily hours are 8:00 a.m. to 4:30 p.m. Monday – Friday with some evening and weekend work. Flexibility and availability to work outside these hours as needed. This position is primarily in the office and/or at meetings and events but will offer flexibility on a case-by-case basis.

Specific Responsibilities:

- Develop effective marketing and communication strategies and creative assets for events, meetings and membership.
- Produce and deliver literature, press releases, marketing and promotional materials, both print and electronic.
- Serve as the primary contact for external communications, including general communications as well as for outreach efforts, the media, PennAg members and the public.
- Manage the content and ongoing development of the website, hosted on WordPress, must be proficient with the platform.
- Serve as the in-house photographer and videographer. Direct and produce short videos highlighting members and PennAg accomplishments.
- Share ideas and insights with team and PennAg councils for consideration of ideas/programs to implement to assist in telling their agriculture story.
- Ensure regular communication with members on issues impacting their operations.
- Work with team to create and distribute Weekly Newsletter, via Constant Contact as well as the monthly targeted newsletters.
- Prepare and post weekly information on the PennAg social media platforms.
- Oversee all aspects of planning and execution of the PennAg Banquet, PennAg Annual Meeting, Keystone Pork Expo/Poultry Progress Days/Manure Summit (aka "the Expo) and other events such as Keystone Crops Conference, PAES Conference and so forth.
- Manage the relationship and collaborate with outside marketing agencies.
- Attendance at all PennAg events and functions is required of this position
- Willingness to perform tasks above and beyond job description, as needed.

Position Requirements:

- Bachelor's degree in communication, journalism, marketing or related field and/or 4+ years of professional experience in marketing communications and creating marketing assets and/or meeting and event planning.
- Excellent written and verbal communication skills and willingness to learn,
- Professional experience in social media content production; web design with content production.
- Experience with photography, videography and layout design programs.
- Experience in copywriting and editing.
- Working knowledge of MS Office; Adobe products and/or Microsoft Publisher, photo and video-editing software, including WordPress.
- Strong organizational skills and solid understanding of project management principles.
- Attention to detail and deadlines is essential.
- Strong interpersonal skills and openness to taking direction and input from multiple sources
- Ability to manage concurrent projects and anticipate future needs and challenges
- Self-motivated with time management and personal communication skills
- High level of integrity, confidentiality and accountability
- Desire and willingness to work in a team environment

BENEFITS: (Effective after probationary period)

- 80 hours (10 days) of paid time off for vacation & sick leave (increases over time)
- Optional Health, Dental and Vision Coverage, employer-paid Long & Short-Term Disability/Life Insurance and Employee Assistance Program.
- 401(k) Plan with up to 4% employer match after six months of employment
- Eleven paid holidays per year
- Use of company car for work related travel
- Company paid cellphone

If you want to be part of something bigger than just a job – then this may be the career for you. You will be a valued team member with creative freedom and your work will have a direct impact on the success of Pennsylvania Agriculture.

APPLICATION & SALARY REQUIREMENTS: Compensation based on experience – please apply in confidence by sending your current resume, writing samples, desired salary range and 3 Professional References to: Jennifer Reed-Harry, Assistant Vice President, PennAg Industries Association

Via Email:

jrharry@pennag.com

Via USPS:

PennAg Industries Association
Northwood Office Center
2215 Forest Hills Drive, Suite 39
Harrisburg, PA 17112-1099

Deadline to Apply: January 25, 2023 at 11 a.m.

About PennAg: PennAg Industries Association is an agriculture trade association with more than 500 business members and has been in existence since 1878. Our mission focuses on working to create and maintain an effective, viable and competitive environment for Pennsylvania agribusiness to grow and prosper.

EQUAL OPPORTUNITY EMPLOYER