

Manager of Communications and Outreach

The North Carolina Pork Council seeks a versatile and skilled communications professional who has strategic vision, creativity, organizational dexterity and the ability to ensure information and authentic stories reach a wide range of audiences in multiple formats.

The North Carolina Pork Council is a respected voice of a crucial industry in North Carolina, representing 46,000 fulltime jobs, an \$11 billion impact on the state's economy and an array of products that are beloved.

We work to promote and educate to ensure a socially responsible and profitable pork industry in North Carolina, one of the nation's largest hog producing states. We do this through a broad range of efforts that include education, promotion, consumer information programs and services, public policy development and advocacy, and research.

The Manager of Communications and Outreach is a fulltime, exempt position and reports to the CEO. The North Carolina Pork Council offers a salary commensurate with experience and a highly competitive benefits package.

General Statement of Position

As Manager of Communications and Outreach, you will assist the North Carolina Pork Council in providing meaningful communications and outreach leadership for a dynamic industry by engaging diverse segments of the industry and the public.

You will have responsibility for planning, developing and implementing internal and external communications, marketing and public relations strategies and programs, and event planning efforts that will result in effective promotion and education of the North Carolina Pork Council, its members and their practices and products. This will include an emphasis on social media management and engagement. Additional responsibilities will include advertising, promotions, representation at community and industry events, and educating consumers about pork production and products through a variety of methods.

You will assist in the strategic development and direction of the North Carolina Pork Council's audience engagement efforts, with an emphasis on non-policy communications programs. You will also provide support to public policy programming, events and communications efforts.

You will engage with members of the Board of Directors, committees, general membership, staff colleagues, contractors, allied industries, affiliates at the national and local levels, and the media.

Specific Duties

The Manager of Communications and Outreach will lead efforts that include:

- Day-to-day social media channel management
- Development and execution of tactics to maximize engagement with social media communities
- All forms of content creation in formats to include video, photography and text
- Editorial responsibility for publications, including The NC Pork Report magazine and an eNewsletter

Specific Duties (continued)

- Drafting and supervision of press releases, event materials, advertisements
- Management and coordination of multiple industry events and special projects, to include annual conference, activities during the NC State Fair and our sanctioned barbecue contest programs
- Interaction and coordination with allied organizations and groups
- Presentations to and interaction with public groups
- Management and coordination with contractual professionals

Qualifications

The ideal candidate for the position of Manager of Communications and Outreach will possess demonstrated capabilities as follows:

- Bachelor's degree in communications, multimedia, marketing or a related field
- Three to five years' experience in communications, multimedia, marketing or a related field
- Ability to identify and produce authentic stories, and excellence in oral, written and editing skills
- Strong understanding of social media platforms and initiatives
- Knowledge of content marketing and digital marketing best practices
- Knowledge of event planning techniques and best practices
- Public policy and/or crisis communications experience preferred
- Ability to make presentations to wide array of audiences, including NCPC board members and partners
- Ability to direct, produce and edit video content, including knowledge of Adobe Premiere, Final Cut Pro or similar software
- Highly organized with an attention to detail
- Ability to work collaboratively and in teams
- Ability to work occasional weekends and/or evenings, and make daytrips within North Carolina.
- Capability to assist in loading and unloading tradeshow displays
- Knowledge of and appreciation for livestock agriculture
- Knowledge of Microsoft Office platforms

To apply

Candidates for the position of Manager of Communications and Outreach should send an email with the subject line "Manager of Communications and Outreach" to Andy Curliss, CEO, at acurliss@ncpork.org with the following: (1) a brief letter of interest, stating your qualifications for this position (2) a resume and (3) three to five samples of content produced by you that exemplify your qualifications.

The position of Manager of Communications and Outreach is open until filled.