

CORN REFINERS ASSOCIATION JOB DESCRIPTION

Job Title: Director, Communications

Reports to: Executive Vice President / President & CEO

GENERAL DESCRIPTION

The Director, Communications will work to develop and implement communications strategies to strengthen CRA's role and reputation as a leader and authoritative voice in Washington, DC and throughout the food and agriculture industry. The position works with the Executive Vice President to craft communications strategies, proactively pitch stories, develop messages, manage media relationships and oversee the daily operations of the communications office to include media monitoring, daily media summaries, maintaining media lists, and building out social media efforts. The ideal candidate is a strong writer with keen grammar skills and excellent proof-reading abilities complemented with basic graphic capabilities for creating GIFs, infographics, editing basic video, and PowerPoint presentations. The position reports directly to CRA's Executive Vice President.

Detailed Responsibilities

- Collaborate with the Executive Vice President, CEO and senior association leadership to develop and implement communications strategies that will support CRA's mission, goals and strategic plan.
- Identify opportunities for CRA to promote the many positive aspects of the industry to the public, Washington, DC regulators/legislators, and other designated audiences.
- Lead the organization's media efforts building contacts and maintaining existing relationships across trade press, Washington, DC press/influencers, national media, social media, bloggers, etc. Manage a database of these external communications contacts.
- Prepare senior leadership for interviews and respond to media's information requests both on the record and on background.
- Manage the association's website and update as necessary (WordPress) in addition to newsletter/direct email creation (via Constant Contact).
- Imagine and execute creative social media content relevant to the industry.
- Create communications materials including the development of news releases, media pitches, feature stories and other editorial content.
- Develop prepared remarks, op-eds, presentations and other communications for staff and leadership.
- Flexibility with work schedule; this position requires occasional evening and weekend work to respond to breaking news.

WORK EXPERIENCE REQUIREMENTS

- 4-7 years of progressive experience in Public Relations, Public Affairs, Communications, or a related field.
- A strong track record of positioning an organization to achieve measurable success in the communications area.
- Experience with Microsoft Office, WordPress, Constant Contact, Meltwater, Google applications and social media.
- Demonstrated ability to prioritize and multi-task in fast-paced, team-oriented environment.
- Strong attention to detail and organizational skills.
- Enthusiastic about working on a variety of tasks in a team environment.

EDUCATION REQUIREMENTS

- Bachelor's degree in communications, journalism or a related discipline. An advanced degree is an advantage. Capitol Hill, campaign, or journalism experience is a plus.

To Apply:

CRA offers a competitive salary and an excellent benefits package, 401(k) as well as a pleasant work environment.

To be considered for this position please send cover letter, resume, two writing samples and salary requirements to careers@corn.org noting Director, Communications in the Subject Line.

No phone calls, please. Due to the volume of applications we receive, we are unable to respond to queries about application status.

The Corn Refiners Association is an Equal Opportunity Employer