



CCOF

Advancing organic agriculture through certification, education, advocacy, and promotion.

JOB ANNOUNCEMENT: Marketing Supervisor

Position will remain open until filled

Organizational Overview: CCOF advances organic agriculture for a healthy world. We advocate on behalf of our members for organic policies, support the growth of organic through education and grants, and provide organic certification that is personal and accessible.

CCOF is a nonprofit organization governed by the people who grow and make our food. Founded in California more than 40 years ago, today our roots span the breadth of North America and our presence is internationally recognized. We are supported by an organic family of farmers, ranchers, processors, retailers, consumers, and policymakers. Together, we work to realize a future where organic *is* the norm.

Position Summary: The Marketing Communications Supervisor leads the Marketing Communications team and provides communications leadership to each branch of CCOF. This position requires creativity, passion, and a high level of organization. Much of the Supervisor's time will be spent spearheading communications campaigns, providing oversight to projects and project managers, and ensuring all CCOF programs and services are effectively communicated to our varied audiences. This is a full-time, exempt status position that reports to the Director of Marketing and Sales.

Position Responsibilities:

Content Management

- Lead CCOF's social media strategy and work with staff contributors.
- Source inspiring and pertinent content for all CCOF channels including: website, digital promotions, social media, and print publications
- Manage key vendors
- Oversight of editorial and promotions calendars
- Provide leadership to content authors through training, brainstorming, and regular meetings. Filter suggestions from staff and provide direction and generate new ideas.
- Provide oversight for all mass communications efforts including weekly e-newsletter, digital promotions, and publications
- Participate in content creation with Marketing Communications staff around special campaigns and services
- Conduct trend-analysis and ongoing trainings to ensure CCOF communications strategies are in-line with best practices.

Project Management & Supervision

- Lead regular department meetings to ensure goals and deliverables are met.
- Participate in and provide marketing expertise in cross-organizational meetings, support various projects, programs, and campaigns.
- Provide leadership and supervision to 3 Marketing Communications staff members.
- Lead Marketing projects as necessary and meet with project teams.

Position Requirements

- High School Diploma or GED required; AA/AS degree in any field.
- At least 5 years of experience in the communications/marketing field.
- 1-3 years of supervisory experience.
- Should be a proactive self-starter with the ability to work independently.
- Strong computer skills: Microsoft Word, Excel and PowerPoint.
- Excellent communications skills, collaborative mind-set and working techniques, and the ability to support direct reports and their professional growth.

Desired Qualifications

- AA/AS degree in marketing or communications.
- 5 years of experience in social media and/or digital communications.
- At least 3 years of supervisory experience is preferred.
- Excellent organizational skills.
- Agricultural and/or food industry knowledge, background and/or experience a plus.
- Candidates who will work from the Santa Cruz, CA office are preferred. *Note: CCOF Santa Cruz is office closed until July 1, 2021 due to the COVID-19 pandemic.*

Compensation: CCOF takes pride in offering competitive pay and excellent benefits. The Marketing Supervisor’s starting compensation will depend on qualifications and experience.

Hiring Process: Applications will be accepted until the position is filled. Interested applicants, please submit the following documents to employment@ccof.org with “Marketing Supervisor” in the subject line:

- Cover letter summarizing your interest in CCOF and the position, and qualifications
- Current resume
- List of three professional references

Incomplete applications will not be considered. No phone calls please. Only short-listed candidates will be contacted. Thank you for your interest.

CCOF is an equal opportunity employer. We encourage people with diverse backgrounds and experience to apply.