Position Description

Communications/Marketing Specialist
National Association of Agricultural Educators
300 Garrigus Building, Lexington, Kentucky 40546-0215
(859) 257-2224 or (800) 509-0204; Fax: (859) 323-3919
E-mail: JJackman.NAAE@uky.edu Website: http://www.naae.org

Title: NAAE Communications/Marketing Specialist

Reports To: NAAE Associate Executive Director

Supervises (titles): No direct supervision of full-time or permanent part-time employees; some supervision of temporary part-time employees, student workers and student interns.

Salary and Benefits: Salary commensurate with experience. Benefits include a contribution to a health insurance plan (including options through the University of Kentucky), retirement plan, annual leave, sick leave, and other benefits as stated in the NAAE operating policies (refer to http://www.naae.org/membership/leadershiphandbook/).

Qualifications/Requirements:

Education: Minimum of Bachelor’s degree related to communications, marketing, and/or public relations required. Professional experience working in communications, marketing, and/or public relations preferred. Agricultural education background desired but not required.

Skills: The NAAE communications/marketing specialist will be expected to have appropriate credentials and experience in communications and marketing, including a working knowledge of writing for the media, preparing computer generated presentations, developing and maintaining websites, marketing membership and merchandise, and using computer software typical in office environments (word processing, desktop publishing, web design and maintenance, database, and spreadsheet). Candidates will be required to have a strong working knowledge of the Adobe Creative Suite and will be required to generate new ideas and follow them through the graphic design process to the final product stage. Strong skills in interpersonal/oral/written communications including the editing stage, project and time management, and leadership are highly desired.

Job Summary: Serve as a communications/marketing specialist for this 501(s)(3) not-for-profit education-related professional membership association, which serves school-based agricultural education professionals throughout the United States and its territories.
General Duties and Responsibilities:

• Develop innovative communication and marketing materials that contribute to the NAAE brand and other brands of NAAE’s major initiatives and programs.
• Graphic design and promotional materials creation from inception to completion.
• Perform routine updates and maintenance on the NAAE website using Adobe Dreamweaver.
• Develop news and information for inclusion on the NAAE website as well as NAAE’s current e-newsletters.
• Oversee the NAAE Communities of Practice professional networking site, which includes technical management of the platform, user management, facilitator management and development, sponsor management, and member education related to the site.
• Maintain and grow NAAE social media platforms and explore new social media opportunities for the benefit of the organization.
• Multi-media creation and distribution including video, HTML, podcast, etc.
• Prepare and distribute news releases related to any and all public events and activities of the association.
• On a regular schedule, and periodically as needed, research, write, edit, design, and distribute association news to appropriate entities, to include local/state/national media outlets, local/state/federal government officials, leaders of state agricultural education associations, and all NAAE members.
• Scan agriculture and education related publications for news items of interest to NAAE members.
• Oversee development of publications from design to distribution (print or electronic).
• Direct membership marketing activities and events.
• Attend and participate in state, regional, and national meetings as assigned by the executive director and associate executive director.
• Provide photography services for NAAE meetings and events.
• Direct the merchandising and delivery of NAAE services and products.
• Develop, prepare, and deliver presentations on behalf of the NAAE board and membership.
• Advise individuals, groups, and organizations of the NAAE board’s views on policies or issues, using judgment, discretion, and input from the board, executive director, and associate executive director.
• Assist with membership management and communications.
• Establish and maintain highly confidential files.
• Overnight travel required up to 20 percent per year.
• The NAAE communications/marketing specialist will also be expected to assist with other duties and responsibilities as assigned by the NAAE executive director and associate executive director.

* This is not an all-inclusive list, but rather a general listing of the duties of the position.
**Location:** The NAAE office is located at 300 Garrigus Building, Lexington, Kentucky 40546-0215 (on the campus of the University of Kentucky).

**Application Procedures:** To apply, please prepare and submit an application packet to include a letter of interest, resume, and the names/titles/contact information of a minimum of three professional references. Portfolios are highly encouraged. Applications may be mailed, hand-delivered to the NAAE office in Lexington, Kentucky, or e-mailed. Candidates will be notified as applications are received. Send the complete application packet to:

Alissa F. Smith  
Associate Executive Director  
National Association of Agricultural Educators  
300 Garrigus Building  
Lexington, KY 40546-0215  
E-mail: asmith.naae@uky.edu

**Review Process:** NAAE will begin to review applications for this position immediately and the review process will continue until a suitable applicant is identified and hired. The beginning date for the position will be agreed to jointly between NAAE and the successful applicant. All applications will be reviewed and selected candidates will be asked to participate in an interview process that may include telephone, on-line, and/or face-to-face interviews.

**Questions/Comments:** Questions or comments may be directed to Alissa Smith, at the NAAE office, by calling (859) 257-2224 or (800) 509-0204, or by sending e-mail to asmith.naae@uky.edu.

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NAAE is an equal opportunity organization. NAAE will not discriminate against any individual based on race, creed, color, religion, sex, national origin, ancestry, age, physical or mental handicap, or veteran status.