

# Idaho Barley Commission Position Announcement:

## COMMUNICATIONS AND PROGRAM MANAGER



**POSTED:** January 17, 2024

**APPLICATION DEADLINE:** February 9, 2024

The Idaho Barley Commission (IBC), a self-governing agency of the state of Idaho, is seeking a full-time Communications and Program Manager. This is a new position at the Commission which seeks to enhance grower profitability through research, market development, promotion, information, and education programs.

**Location:** IBC Office in Boise, Idaho, with partial remote work

### Duties and Responsibilities of the IBC Communications and Program Manager

Communications duties include:

- Serves as the Commission's manager of information covering, but not limited to, the following:
  - Print Media
  - Social Media
  - Growers
  - Industry partners
  - Government and legislative associates
  - Markets
- Cultivates media relationships to effectively provide information about the Idaho barley industry and IBC programs to growers and others.
- Writes and/or directs and oversees IBC material submitted for the Idaho Grain Magazine.
- Directs and oversees the IBC website and the EatBarley website, as well as all social media accounts (Facebook, Twitter, texts, newsletters, podcasts, etc.) and keeps information fresh and current.
- Investigates and implements new social media or other channels to best reach growers with information about IBC programs as well as educational information.
- Manages the IBC graphics arts files (slides, pictures, videos, etc.)
- Develops and creates fair displays, public relations materials, and educational programs.
- Assists in preparation of presentations and educational materials as requested by the Executive Director. Delivers presentations on behalf of IBC as needed.
- Responds to public requests for information about barley industry.
- Helps foster positive relationships with Idaho barley growers through interactions at field days, grower meetings, conferences and on the farm to become a knowledgeable advocate for grower interests as assigned by the Executive Director.
- Attends grower field days, both public and private, to engage with Idaho's barley stakeholders as assigned by the Executive Director.
- Represents IBC at public and private events as needed. Takes on special assignments as needed.

Program Duties include:

- Management of programs or projects as assigned by the Executive Director which may include work with trade teams, Idaho barley industry business development, research related to IBC programs, or other topics.
- Other duties as assigned.

There is interaction with board members and barley growers, as well as other partners. Some travel is necessary to attend up to three board meetings around the state (typically June, October/November and February), as well as the Tri-State Grain Convention held each November/December at a location in the Pacific Northwest, as well as field days and other grower meetings and events. This may occasionally include out-of-state meetings. Knowledge about agriculture, barley production and malting/brewing industry is very helpful. This position offers a competitive salary and benefits.

### Position Qualifications:

#### Minimum Qualifications

1. B.S. degree in Agricultural Communications, Communications, Marketing or related field, or comparable work experience.
2. Experience and proficiency with Microsoft Word, Excel, Publisher, and Outlook.

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### **Position Qualifications:**

#### **Minimum Qualifications** (continued)

3. Ability to work independently, as well as cooperatively with others.
4. Excellent written and oral communication skills.
5. Willingness to participate fully in the day-to-day work of the commission, and to engage positively with stakeholders, and to travel to meetings and events necessary for the position.
6. Willingness to attend board meetings and other meetings/events as needed.

#### **Preferred Qualifications**

1. Website experience, specifically with WordPress or Dreamweaver.
2. Experience with Adobe Creative Suite, especially Photoshop, Lightroom, InDesign and Illustrator.
3. Design experience including editing photos, and using and creating graphics.
4. Video creation and editing experience.
5. Social Media experience – content creation, strategy, management, and performance evaluation.
6. Experience using Constant Contact.
7. Experience and success working in a similar position.
8. Knowledge about agriculture, barley production and malting/brewing industry.

### **Compensation:**

**The salary amount will be set based on experience and qualifications.** Compensation is paid bi-weekly. Benefits include State of Idaho holidays and leave time; health, dental and vision insurance; and PERSI retirement plan. This is a non-classified/at-will state position and the Communications and Program Manager serves at the pleasure of the IBC Executive Director.

### **How to Apply:**

Applications must include a cover letter detailing qualifications as outlined in this posting, a resume, and a list of three or more references or reference letters. Other writing samples or links to current website or social media work may also be included. Submit applications to [lwilder@barley.idaho.gov](mailto:lwilder@barley.idaho.gov).

**Finalist interviews will be held on Friday, February 23 with the Idaho Barley Commission board and staff.**

**Start Date:** March 11, or as negotiated.