**Communications and Executive Coordinator**

**Position Summary**

The Communications and Executive Coordinator (CEC) serves as the primary point of contact and support for internal and external stakeholders on all matters of the Board of Directors and associated committees and assists the Executive Director and other  Team Members, as needed, with administrative support. With guidance and support from the Executive Director, the CEC will also strategize, plan, and coordinate: internal and external meetings, events, and outreach activities; facilitate the creation and adequate inventory of marketing materials/media (print and electronic); and maintain and coordinate a master communications calendar for collaborative monitoring and timely delivering of PCO services, media, and communication materials.

The CEC will support stakeholder awareness and engagement through multiple communication channels. They will also provide executive-level support and facilitate the implementation of PCO’s organizational strategy.

**Team Statement:**

The CEC assists the Executive Director who the following areas of responsibility:

1. Administration
2. Development / Relationships
3. Programs
4. Strategic Planning

**Primary Duties & Responsibilities:**

*Executive & Board Support*

* Coordinate and attend board events, board committee meetings, staff, and Leadership Team meetings, including location & attendee management, materials preparation, note-taking, and follow-up on action items.
* Maintain a bridge for smooth communication between the Executive Director and internal departments, demonstrating effective communication skills to ensure organizational credibility, trust, and support with senior management and staff.
* Work closely and effectively with the Board and Executive Director to keep ED well informed of upcoming commitments and responsibilities, ensuring follow-up by completing action items, assessing and anticipating needs, ensuring project completion, and prioritizing based on deadlines.
* Conduct special projects, including research, writing, editing, or project management.
* Support Executive Director to ensure compliance with applicable rules and regulations set in bylaws regarding board and board committee matters.
* Facilitate annual development of organizational metric dashboards and reports.
* Ensure the *PCO Advisory Board Manual* is maintained and reviewed for updates annually.

*Communications and Program Administration*

* Serves as the primary point of contact for all communications for both internal teams and external clients. Collaborating with all departments to ensure communication updates, information, and changes are mission-aligned and create cohesive messaging.
* Coordinate production and design of outreach materials and promotional items, working with technical experts and graphic designers to develop PCO marketing and educational programs,  materials, and website content.
* Oversee content and editorial design of PCO’s website, www.paorganic.org
* Assist the Executive Director with supervision of deliverables from contracted graphic designers and publication vendors.
* Coordinate and manage content and formatting for monthly online e-news.
* Maintain a master list of Mailchimp subscribers.
* Develop, maintain, and execute a communications editorial strategy and posting schedule for all channels (social media, website, e-news, Organic Matters, client letters, etc.).
* Track and report on the impact of marketing and outreach campaigns, including market penetration, ROI, and client satisfaction surveys.
* Develop promotional materials for publication, including postcards and programs, and arrange distribution of documents as needed.
* Maintain visibility and consistency of the PCO brand by formulating cohesive messaging, monitoring the use of brand standards, and ensuring PCO marketing and outreach efforts are meeting the needs of our stakeholders.
* Coordinate the planning and production of the *PCO Annual Report.*
* Develop strategies for growing and leveraging PCO’s non-certified memberships.

*Strategic Planning*

* Assists in the development, coordination, and implementation of annual outreach and marketing plans, including online and social media components.
* Coordinate and participate in events planning and attend events as scheduled, including internal meetings, external industry events, the PCO Annual Meeting, and educational and outreach events for farmers, clients, and the general public.
* Oversee Organic Matters advertising budget and goals to ensure a financially sustainable production model for Organic Matters publication.

*Other*

* Serving as a representative of PCO in relevant industry areas as appropriate, and role modeling diversity, equity, and inclusion.
* Other tasks relevant to these duties or the mission of the organization as assigned by the Executive Director.

**Job Requirements:**

*Position*

* Bachelor’s degree in Business or Marketing with a minimum of 2 years experience as an Executive Assistant, administrative support, or other customer service role; or equivalent combination of education and training in related fields.
* Excellent organizational skills, project management, and acumen for managing complexity that demonstrates the ability to perform and prioritize multiple tasks seamlessly with exceptional attention to detail.
* Able to follow instruction as well as take initiative.
* Ability to work independently, follow through on all assignments, set and meet deadlines.
* Ability to build relationships and communicate effectively with diverse audiences (internal and external), leveraging resources when needed.
* Demonstrate critical thinking by analyzing information and providing effective solutions.
* Excellent writing and editing skills.
* Willingness to make decisions using sound and accurate judgment while including appropriate people in the decision-making process.
* Highly competent use or knowledge of databases, customer relationship management software, social media networks, networks, and internet research.
* Highest level of discretion in the management of confidential information.
* Excellent planning, organizational skills, and project management background to manage the complexity of the role.
* Proven record in design, publishing, marketing, social media, outreach, and event coordination.
* Strong writing, editing, proofreading, layout, and design skills.
* Familiarity with graphic design or experience working with designers.
* Strong knowledge and understanding of current trends in digital media/social media.
* Maintain broad awareness of global organic issues & organizations
* Able to provide clarity across multiple teams by serving as one point of contact for project stakeholders.

*General*

* Analytical problem-solving ability.
* Ability to manage multiple priorities and perform within deadlines.
* Excellent communication, writing, and interpersonal skills.
* Able to work with minimal supervision while understanding the necessity for communicating and coordinating work efforts with others; must be able to develop a work plan and perform in a team environment.
* Computer proficiency: word processing, spreadsheets, internet research, databases.
* Performs work with utmost honesty and integrity; a criminal background check is required.
* Understands and appreciates the importance of extraordinary customer service.
* Dedicated to PCO’s mission.
* United States citizen or legally approved to be employed in this position in the United States.

*Preferred*

* Familiarity with the organic industry.
* Experience with non-profit boards and/or supporting senior organizational leadership preferred.
* Highly developed interpersonal, networking, and rapport-building skills with industry members, media representatives, and volunteers.
* Basic understanding of organic standards/regulations and the agriculture industry.

**Class:** Full-time, exempt

**Reports to:** Executive Director

**Physical Requirements / Working Conditions:**

* Climate-controlled office environment
* Minimal physical requirements other than occasional light lifting
* Minimal travel required

*This job description in no way states or implies that these are the only duties to be performed by an employee occupying this position. Employees may be required to perform other related duties as assigned, to ensure workload coverage. Employees are required to follow any other job-related instructions and to perform any other job-related duties requested by their supervisor. This job description does not constitute an employment agreement between the employer and the employee and is subject to change by the employer as organizational needs and requirements of the job change.*