



# Washington State Tree Fruit Association

## **Communications and Events Manager/Director (Hybrid)**

The Washington State Tree Fruit Association (WSTFA) is looking for a creative and organized professional to lead its member communications and events activities. WSTFA is a nonprofit trade association representing the growers, packers, and marketers of world-class apples, pears, and cherries.

We are looking for someone who excels at making complex scientific, business, and policy information accessible to diverse audiences across multiple channels. Combining creativity with planning and attention to detail, this position also coordinates a team of industry volunteers to put on the WSTFA Annual Meeting which is the nation's largest tree fruit industry event with 1,800 attendees over three days.

Candidates at the Manager level will have a bachelor's degree in a relevant field and 2-5 years of related work experience (or an equivalent combination of education and experience). More experienced candidates may be selected at the Director level.

WSTFA offers a competitive salary and benefits package, including a negotiable hybrid work schedule following an initial orientation period. A more detailed position description is available below. The first review of applicants will take place on April 12<sup>th</sup>, and interested candidates should send a resume to [Jon@wstfa.org](mailto:Jon@wstfa.org).

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### POSITION DESCRIPTION

**TITLE:** Communications and Events Manager (\$50,000-\$75,000), or Director (\$75,000-\$100,000)

**LOCATION:** Yakima, WA. Hybrid work schedules are available following an initial orientation period.

**BASIC FUNCTION:** Lead the Association's member communications and event planning activities.

#### **CHARACTERISTIC DUTIES AND RESPONSIBILITIES:**

1. Draft member and public written communications including updates to website content, e-newsletters and member issue updates, social media content, and press releases.
2. Serve as point of contact for print and broadcast media.
3. Managing the Association's annual conference, including: coordination with a volunteer advisory committee on content; managing event budgets and expenses; selecting and supervising vendor services; and recruiting and consulting with sponsors.
4. Organizing other industry events including an annual charity golf tournament, volunteer advocacy day in the Legislature each January, and other events or tours as directed by the President and Board.
5. Produce promotional materials for association events.
6. Plan topics and recruit speakers for the monthly association podcast.
7. Other duties as assigned.

#### **EDUCATION AND EXPERIENCE:**

1. For Manager, a minimum of a bachelor's degree in communications, business, or a relevant related field and 2-5 years of work experience OR an equivalent combination of education and experience relevant to the duties of the position. For Director, a bachelor's degree and more than five years of experience (or an equivalent combination).
2. Excellent verbal, written, and interpersonal skills.
3. Ability to manage multiple projects.
4. Experience producing online and print publications.
5. Working knowledge of MSFT 365.
6. Knowledge of Washington State's tree fruit industry. (Preferred but not required.)
7. Spanish speaking and writing. (Preferred but not required.)