

## ALABAMA PEANUT PRODUCERS ASSOCIATION (APPA)

### Job Description

- TITLE:** Communications Coordinator
- BACKGROUND:** The APPA was founded in 1958, and is the certified association that handles the peanut check-off in Alabama. An assessment of \$2.50 per ton is collected on peanuts marketed in Alabama, and that money is invested into research, education, and promotion activities.
- POSITION OBJECTIVE:** Work under the leadership of the Executive Director and as a team member with other APPA Staff to carry out effective programs in, but not limited to, Communications and Research
- REPORTS TO:** Executive Director
- RESPONSIBILITIES:**
- Responsible for generating content and producing a quarterly newsletter that will be sent to roughly 900 peanut farmers in Alabama. This will require traveling to events to take pictures and conduct interviews as needed for writing articles.
  - Assist in grower educational and informational meetings throughout the year.
  - Conduct layout and design of materials for events, such as the Southern Peanut Growers Conference, Southern Women's Show, and Peanut Pavilion as well as advertisements, brochures, etc. on an as needed basis.
  - Using AP style, write and distribute press releases on behalf of APPA via regular mail/email and Constant Contact.
  - Maintain Alabama grower database, ensuring current contact and production information.
  - Contribute articles to the Southeastern Peanut Farmer Magazine.
  - Capture photos and videos at various APPA and Southern Peanut Farmers Federation (SPFF) events; edit photos and video when needed.
  - Write content for and manage APPA's website and social media accounts.
  - Coordinate research programs of the APPA and the National Peanut Board/Southern Peanut Research Initiative; planning and implementing meetings; managing research agreements, contracts and budgets; processing funding requests and decisions; and communicating with research institution personnel regarding funded research projects.
  - Using a team approach, assist APPA and related staff members in coordinating various events.

Communicate with executive director, staff and Board of Directors as directed in order to foster the team approach.

Conduct self in a professional manner including dress, appearance and presentation.

Perform other duties as needed.

**EDUCATION:**

Bachelor's degree in agriculture, education, communications or related field is preferred. Preference may also be given for relevant work experience and/or a master's degree.

**SKILLS REQUIRED:**

Expected to have a good understanding of peanuts and the peanut industry in Alabama as well as the southeast.

Firm grasp of grammar and writing.

Computer skills including a minimum of photography and video editing software, publishing software, word processing and spreadsheet applications.

Time management and organizational skills.

Basic photography skills.

**ESSENTIAL FUNCTIONS:**

Travel for conducting programs as needed and willingness to work extended hours and some weekends as required.

Ability to lift boxes up to 25 pounds.

**SALARY AND BENEFITS:**

- Competitive Salary Based on Experience
- 401K Retirement
- Health/Dental Insurance

To apply for this position, please send cover letter and resume to Jacob Davis, Executive Director, Alabama Peanut Producers Association, 1810 Reeves Street, Dothan, Alabama 36303. Electronic applications will be accepted at [jdavis@alpeanuts.com](mailto:jdavis@alpeanuts.com). The deadline for application is August 20, 2020.