

Marketing Coordinator

OCIA International, an accredited organic certification agency with operations worldwide, is seeking applicants for a Marketing Director to work out of its International office in Lincoln, Nebraska. Candidates must possess strong verbal and written communication skills, must be familiar with Microsoft Office applications, and should have a fundamental understanding of agricultural production and manufacturing systems. Candidates must possess strong organizational skills, must be self-motivated, and should be able to complete work with little supervision after the initial training period.

Responsibilities:

- Develops public relations, marketing and communication strategies that enhance the image of and promotion of OCIA International services.
- Answers general information inquiries from the media, OCIA members, organic industry representatives and the general public.
- Arranges trade show appearances and attends trade shows – Travel Required
- Acts as liaison to the External Advocacy Committee, maintaining the committee's agenda and distributing materials for review.
- Serves as the special events coordinator for the Annual General Membership Meeting.
- Assists staff members with miscellaneous communication projects.
- Creates and distributes promotional materials to members and other interested parties.
- Compiles information and edits the quarterly Communicator newsletter.
- Serves as the website copy editor and works in conjunction with others to maintain the website.
- Manages prospective new customer inquiries and follow-ups.
- Works collaboratively with staff to ensure excellent customer service.
- Tracks and maintains a record of business development leads.
- Assists in developing strategies to maximize revenues and meet business objectives.
- Monitors trends in the organic industry and competition.
- Involvement with Transition to Organic Partnership Program
- Other duties as assigned.

Minimum Qualifications:

- 4-year post-secondary degree in journalism, communications, public relations or marketing.
- Work experience in communications, public relations and/or marketing.
- Able to communicate clearly and effectively, both orally and in writing.
- Agriculture background preferred

OCIA International offers a competitive salary and is an Equal Opportunity Employer. OCIA International offers a competitive salary and benefits. Qualified individuals should send résumé, cover letter and references to Amanda Brewster, Executive Director at abrewster@ocia.org. For questions or more information regarding this position, please call 402-477-2323.

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