



Maryland Agricultural Education Foundation, Inc.
P.O. Box 536 Havre de Grace, Maryland 21078
410-939-9030

Position Announcement:

Communications Director:

Application deadline April 26, 2019

Forward resume, cover letter, and sample writing to the executive director at gmayo@maefonline.com or by mail postmarked no later than April 24, 2019.

Job Description and Responsibilities:

- ❖ The communications director is responsible for the development and management of the Maryland Agricultural Education Foundation's (MAEF) promotional programs, newsletters, brochures, publications, public relations/outreach activities, press releases, websites, social networking, events management, related vendor management, program data collection and reporting, report publications, and assisting the executive director with donor relations, donor communications and fundraising initiatives.
- ❖ The communications director is supervised by and serves at the pleasure of the Foundation's executive director.
- ❖ The communications director must have or develop an understanding of the following MAEF outreach initiatives and design/produce communications and promotional tools supporting these activities:
 - **MAEF Initiatives** - understand the historical, contemporary, and proposed MAEF initiatives within formal and informal education, working with partner institutions, commodity partners, Maryland FFA, and many public organizations and community groups.
 - **Ag as a Tool and Standards**– understand that MAEF uses agriculture as a tool for teaching core subject areas and supporting many of the state and national education standards.
 - **Careers** – become familiar with the many career pathways, filled and unfilled, related to agriculture, natural resources and environmental services.
 - **Communications** – work collaboratively with the executive director, MAEF staff, and other affiliated persons to develop and produce communications tools, publications, images, websites, emails, newsletters, press releases, electronic and print communications, and other communications related to promotions, public relations, programs, donor relations, and fundraising.
 - **Emerging Technologies**- work collaboratively with others to utilize emerging technologies for promotions, public relations, programs, communications, donor relations, and fundraising.
- ❖ **Data Collection & Reports** – the communications director shall collect and retain data relevant to MAEF and MAEF's outreach programs. The data is to be used in grant writing, reports, Board updates, public press releases, program audits and as requested.
- ❖ **Program Schedules** – the communications director shall maintain a master schedule of the Foundation's program activities, target dates, grant applications and grant report deadlines.



- ❖ **Photo Library** – the communications director shall develop and maintain a digital and print photo library containing retrievable historical and contemporary images to be used in print and electronic publications and promotions.
- ❖ **Priorities** – the communications director shall develop and maintain a list of program priorities in cooperation with other MAEF staff and administration; review and update priorities list frequently. Provide reminders as may be appropriate and necessary.
- ❖ **Writing & Communication** – the communications director shall exercise outstanding writing, editing and communications skills as necessary to write reports, articles, press releases, emails, letters, cards and other professional correspondence and communications; return calls promptly; submit reports, access data, complete projects and communications in a timely manner; maintain a current calendar of events on MAEF’s shared calendars.
- ❖ **Other Duties** - report to and perform other duties as directed by the MAEF executive director and in collaboration with MAEF staff.

Immediate Supervisor: MAEF Executive Director is the immediate supervisor.

Position Status: the communications director position is a full-time position working 40hrs/week and based at the Foundation’s headquarters in Havre de Grace, Maryland.

Proficiencies: candidate must be proficient using Microsoft Suite, PowerPoint, and Publisher, InDesign or similar publication software program. Also, familiar with WordPress.

Compensations:

- ❖ **Salary** - This is a professional salaried position with a starting wage commensurate with experience.

Reimbursements:

- ❖ **Mileage & Expense Reimbursements** – mileage reimbursements (at the July 1st IRS rate) and expense reimbursements shall be paid upon submittal of expense reports and receipts.

Travel: the position requires travel throughout Maryland using the employee owned vehicle.

Benefits:

- ❖ **Vacation days, sick days, personal days and holidays** are calculated as outlined in the employee handbook and as may be amended from time to time.
- ❖ **403b Contribution** - following a successful probationary period, a pre-tax contribution up to 8% of the base salary will be contributed to a 403b retirement account.
- ❖ **Health Benefits** - following a successful probationary period, MAEF will offer a health insurance benefit. MAEF pays 80% of the insurance premium with the employee responsible for the remaining 20%. There is no equivalent monetary compensation for employees who choose not to enroll in the health benefit program offered by MAEF.

Location – the communications director will be based at the Foundation’s headquarters in Havre de Grace, Maryland.