



# Conservation Technology Information Center Job Announcement- Communications Specialist

The Conservation Technology Information Center is seeking applications for a full-time Communications Specialist.

**Application Deadline:** 12/31/23 or until filled. Applications will be reviewed ongoing basis after the initial deadline.

**Preferred Start Date:** February 1, 2024

**Location:** Remote (preference given to proximity to West Lafayette, Indiana candidates)

**Salary:** Competitive, commensurate with experience

## **About CTIC:**

The Conservation Technology Information Center (CTIC) is a 41 year old leading non-profit organization dedicated to advancing conservation agriculture. We collaborate with farmers, researchers, and industry partners to promote sustainable and innovative agricultural practices and technologies. CTIC is a leader and collaborator in projects that address conservation agriculture's most important topics. Funded by public investments, foundation grants, agribusiness and private donations, our projects provide insight into agricultural systems that are both economically and environmentally beneficial. CTIC currently has a team of seven full time staff and several consultants that assist with key projects. [CTIC Staff :: Conservation Technology Information Center](#)

## **Job Description:**

CTIC is seeking a talented and motivated entry level Communications Specialist to join our dynamic team. The Specialist will report to the Communications and Events Director. The Specialist will assist with several key projects and support the crafting of press releases, social media campaigns and a diverse outreach portfolio for our growing programs. The ideal candidate will have experience in graphic design, with additional skills in video production considered a strong advantage. Furthermore, direct experience or a background in agriculture is highly desirable. The Communications Specialist will work closely with the Communications and Events Director on various projects to effectively communicate CTIC's mission and initiatives.

## **Key Responsibilities:**

**Project Communications:** Work closely with project teams to identify and craft key messages, ensuring alignment with overall communication goals. Ability to use planning systems to help deliver projects, web design and other tools.

- Engage with internal and external stakeholders to gather insights.
- Foster relationships with project teams, ensuring open channels and effective collaboration.
- Collaborate with project teams to understand project objectives, milestones and key messages and use that feedback to promote the project.
- Develop and maintain communication calendars to ensure timely and coordinated message delivery.

**Content Creation:** Contribute to the development of content for social media, newsletters, press releases, and other communication materials.

- Be comfortable and proficient in different social media types. Specialist will be responsible for helping manage up to 5 different social media accounts covering a range of topics.
- Develop social media campaigns that promote project's goals and deliverables.
- Execute social media strategies to enhance brand visibility, engagement, and project growth.
- Develop content- verbiage and graphics- to post on social media.

**Graphic Design:** Create visually compelling materials for print and digital platforms, including brochures, posters, social media graphics, and website content.

**Video Production (Optional):** If applicable, assist in the creation of engaging video content to showcase CTIC's projects, events, and impact.

**Collaboration:** Work closely with the Communications and Events Director to develop and implement communication strategies and evaluate results while making recommendations on how to improve the effectiveness of our strategies.

## **Qualifications:**

**Experience:** Knowledge of and experience with communication principles, including appropriate tools and tactics used to reach and influence key audiences in support of national/regional conservation goals. Video production experience is a plus. Background or experience in agriculture is highly desirable.

**Education:** Bachelor's degree in communications/journalism, marketing, graphic design, agriculture, natural resources, or a related field.

**Software Skills:** Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) and other relevant design tools. Familiarity with website design and layout is needed. Familiarity with video editing software is a plus.

**Creativity:** Strong creative and conceptual thinking skills.

**Team Player:** Ability to collaborate effectively in a team-oriented environment while also working remotely.

**Communication Skills:** Excellent proven written and verbal communication skills.

**Detail-Oriented:** Strong attention to detail and accuracy in work.

**Travel Requirements:** Occasional trips to the CTIC office in West Lafayette and very little overnight travel is anticipated and estimated at <10 nights per year.

**How to Apply:**

Interested candidates should submit a resume, cover letter, three professional references and a portfolio (including graphic design and, if applicable, video work samples) to [job-opportunities@ctic.org](mailto:job-opportunities@ctic.org) . Please specify "Communications Specialist Application" in the subject line.

For more information about the position, contact Callie North, Communications and Events Director at [north@ctic.org](mailto:north@ctic.org) or 317-450-9137

**Benefits:** CTIC provides an excellent benefits package, including 13 paid holidays, vacation (3 weeks at beginning) and sick time; life insurance; short and long-term disability; health reimbursement account or medical insurance (100% for employee); Simple IRA (up to 3% match); and a dynamic, team-oriented work environment. Although the CTIC office is located in West Lafayette Indiana, the Communication Specialist will be able to work remotely.

***Equal Opportunity Employer***

*CTIC is committed to providing an open and accepting environment for all of its employees. CTIC prohibits any discrimination on the basis of gender, race, religion, sexual orientation, national origin, age, disability or veteran status.*

***Non-Discrimination***

*No person is excluded from employment, promotion, service or membership in the CTIC organization because of race, color, religion, gender, sexual orientation, ancestry, age, disability or national origin.*