

Job Announcement
February 2010

POSITION: Member Communications Assistant

AVAILABILITY: April 2010

SUPERVISION: This position will be supervised by the Membership Director

QUALIFICATIONS: Bachelor's degree or higher strongly preferred. Excellent writing, graphic design, computer and communication skills are essential to this position.

GENERAL OVERVIEW: The Member Communications Assistant will work to execute various forms of member communications and outreach to new and existing audiences throughout the Mid-Atlantic region and beyond. Creating member networking opportunities and communication avenues, both print and online, and generating revenue through advertising and web-based sales are included in the expectations for this position.

OBJECTIVES AND DUTIES:

Specific duties involved include, but are not limited to the following:

- A. Assist in content design and layout for bimonthly newsletter while also securing advertisers and potential issue sponsors.
- B. Develop press releases for PASA programs, activities, and events
- C. Aid in development of trade show displays, signage and print materials
- D. Direct PASA advertising in various trade publications
- E. General oversight of the PASA website (www.pasafarming.org) including promotion of services and information sharing
- F. Enhance revenue generation opportunities via the web (membership sales, general donations, and merchandise sales)
- G. Assist in search for Food Alliance certification clients
- H. Maintain regional online discussion groups
- I. Facilitate a presence for PASA members and supporters on social networking websites

RESIDENCY: Candidates for this part-time position must be able to commute to the Millheim headquarters of PASA. There is potential for this to become a full-time, salaried position in the future, but initially this position is 20-25 hours weekly.

COMPENSATION: Wage based on qualifications and established policy

APPLICATIONS: Please send cover letter indicating understanding/acceptance of mission/objectives of the position and resume to PASA, Member Outreach Assistant Search, PO Box 419, Millheim, PA 16854, or to jobsearch@pasafarming.org. Applications will be accepted continuously until the position is filled, but interviews will begin from among the first pool of candidates identified by March 1, 2010.