

**FRESH PRODUCE & FLORAL COUNCIL  
POSITION DESCRIPTION AND SPECIFICATIONS  
EVENT PLANNING & COMMUNICATIONS SPECIALIST**

The Fresh Produce & Floral Council is a trade association for the produce and floral industry located in Anaheim, CA. The mission of the Fresh Produce & Floral Council is to connect members to the information, education, and professional network they need to increase knowledge, grow their business and collectively advance the industry.

**STATUS:**           **Exempt**

**Position Description** Coordinates programs and events of the Council via promotion, marketing, sales, and on-site duties. Maintains communications with FPFC membership and the industry. Works directly with FPFC staff and vendors to develop creative for events. Maintains and updates FPFC.org using WordPress and Internet4Associations. Creates and executes a regular slate of social media posts.

**Relationships** Reports to and works under the general direction of the Board. Works frequently with members, volunteers, vendors and venue staff.

**Responsibilities**

**Event and Program Coordination (50%)**

Creation and management of event budget and time lines

Manages all logistical and programming aspects of events including but not limited to: site selection, food and beverage, speaker/entertainment needs, room set, and event staffing.

Manages the development and execution of all event-related promotional materials including but not limited to invitations, signage, programs and promotional items.

Negotiates contracts and manages performance of all assigned vendors and contractors for events and program services.

Creates program and writes scripts for events.

Works with vendors and FPFC staff to create signs for events.

Provides A/V support and other support as needed on site.

Participates in committee meetings to assess programming and promotions needs for events and programs.

## Communications (40%)

Develops and writes a slate of promotional emails for each event and program on the FPFC calendar, as well as other industry events as directed by Board.

Promotes events and programs on social media.

Writes copy for invitations and works with vendors to develop print invitations, signs, programs, etc.

Develops calendar, content, and copy for monthly newsletters.

Works with Tyger Marketing to get approval for newsletter advertising.

Announces new FPFC members, new hires, and position changes via social media.

Sources other content for social media to maintain regular communication with membership and the industry.

Assists with social media during and post events.

Responsible for collecting, posting and disseminating all event photos.

Writes emails about industry news as approved or directed by the Board.

Writes press releases, columns and articles for industry trade press as approved or directed by the Board.

## Website Maintenance (10%)

Acts as webmaster for FPFC.org, performing first-line support and troubleshooting for technical problems on the site.

Creates event pages for FPFC events, linking to requisite PDFs and forms on Internet 4 Associations site.

Updates site with Member Profiles, event photos, Fresh Digest issues, FPFC Market Report issues and other Council and program information.

## Other

Oversees all Association data management systems including, but not limited to, membership rosters, event related reports, mailing lists, and event and attendee sponsorship lists

Assists with volunteer committees related to events including but not limited to meeting notices, meeting agendas and support materials, meeting minutes and follow-thru on action items.

## **Selection Criteria**

- Undergraduate degree or equivalent experience
- Must be able to work independently as well as in a team setting, be flexible, and meet deadlines.
- Ability to prioritize work and conflicting demands and meet multiple deadlines simultaneously.
- Must be a strong writer, able to produce member communications on short notice.
- Must have proven competence in graphic design with Adobe Photoshop and Illustrator. Knowledge of InDesign a plus.
- Must be proficient in document design using Microsoft Word.
- Must have a working knowledge of Adobe Acrobat Pro.
- Must have a working knowledge of PowerPoint.
- Must be proficient with WordPress and experience with Divi Builder a plus.
- Must be familiar with a variety of social media platforms.
- Must be familiar with website and social media analytics.
- A/V knowledge a plus.
- Must have strong organizational and project management skills, and be detail oriented
- Must have excellent interpersonal skills.
- Must be resourceful, able to react quickly to a variety of requests and competing demands from staff and industry members, and possess a professional demeanor and excellent customer service skills.
- Travel required minimum 5 trips per year and multiple regional events throughout the year.
- Vehicle required. Proof of valid driver's license, vehicle registration and automobile insurance required.