



Job Title: Marketing Communications Manager
Reports To: Director of Marketing
Department: Marketing
Location: Oxnard, CA

We've grown to become the world's leader in producing, distributing and marketing fresh Hass avocados. As a vertically integrated company, our total focus is avocados. We provide customers all over the world with the complete package—year-round supply, global availability and value-added services.

Our partners are passionate and experienced growers from the most ideal avocado growing regions in the world. To supply customers with the world's finest avocados, we operate packing facilities in five countries and own nine regional ripening centers in North America. Our distribution centers and transportation capabilities ensure peak eating-quality avocados from the tree to the customer. And when it comes to food safety, we adhere to the Good Agricultural Practices (GAP) program and Good Harvesting Practices (GHP). We proudly share responsibility with our growers to ensure total satisfaction for our customers.

Job Summary

The Marketing Communications Manager will be responsible for all communication development including email marketing, social media content, packaging messaging, press releases and other media both internally and externally. In addition, this position will coordinate and manage overall development and production of various publications, marketing communication material and internal communications campaigns.

Essential Duties & Responsibilities

- ❖ Facilitate creation of messaging for new products, collateral and promotional programs.
- ❖ Maintain, or update existing product content, messaging, promotions, and advertising.
- ❖ Understand and develop market positioning, product applications.
- ❖ Participate in multiple projects simultaneously and work independently – requires ability to prioritize, monitor time and multi-task
- ❖ Copy writing and editing for web, social media, newsletters and various communications on a continual basis.
- ❖ Manage internal and external communications.
- ❖ Conducts outreach to mainstream professional trade media, helping build relationships in order to drive positive coverage of Missions industry presence and products.
- ❖ Provides ongoing communications support in a variety of capacities, including fielding media inquiries, supporting partnership programs with key customers and creating and maintaining various editorial content

- ❖ Manages consumer-facing social media properties (e.g. Facebook, LinkedIn, Twitter, Instagram and YouTube)
- ❖ Review, proof and approve all communications both internal and external.
- ❖ Develop and execute communication plans and tactics that align with the company's mission, values, direction and goals
- ❖ Draft and coordinates the dissemination of company press releases
- ❖ Ensure consistent adherence to brand guidelines and trademarks in all marketing materials and activities
- ❖ Perform other duties as assigned

Competencies:

To perform the job successfully, an individual should demonstrate the following:

- ❖ Analytical: Ability to collect and interpret data. Ability to research and problem solve independently
- ❖ Problem Solving: Identify and resolve problems in a timely manner, gather and analyze information skillfully, work well in group solving situations, use reason even when dealing with emotional topics
- ❖ Technical Skills: Assess own strengths and weaknesses, pursue training and development opportunities, strive to continuously build knowledge and skills, share expertise with others.
- ❖ Interpersonal Skills: Focus on solving conflict, not blaming, maintain confidentiality, listen to others without interrupting, remain open to others ideas and try new things
- ❖ Teamwork: Balance team and individual responsibilities, exhibit objectivity and openness to others views, able to build moral and group commitments to goals and objectives.
- ❖ Motivation: Measure self against standard of excellence
- ❖ Quality: Demonstrate accuracy and thoroughness. Strong attention to detail.

Minimum Qualifications & Requirements

- ❖ Bachelor's degree in communications, journalism or public relations from a four-year college or university
- ❖ Five or more years of related marketing experience and/or training
- ❖ Strong writing and editing skills and highly proficient in AP style
- ❖ Great proof reading skills
- ❖ High degree of organization and attention to detail
- ❖ Ability to write articles and promotional materials
- ❖ Proven experience to manage multiple social media platforms
- ❖ Advanced knowledge of Microsoft Office Suite
- ❖ Be able to provide samples of work
- ❖ Demonstrate a professional attitude in the midst of competing priorities and high pressure situations.
- ❖ Ability to manage or collaborate with cross functioning teams
- ❖ Bi-lingual is not a requirement, but highly valued and preferred