

NEBRASKA SUSTAINABLE AGRICULTURE SOCIETY Integrated Marketing Specialist Job

INTEGRATED MARKETING SPECIALIST POSITION SUMMARY:

As a key support member of NSAS's development team, the Integrated Marketing Specialist will support Nebraska's oldest sustainable agriculture organization, with the mission "to promote agriculture and food systems that build healthy land, people, communities and quality of life, for present and future generations." Nebraska Sustainable Agriculture Society is a non-profit grass-roots organization, now in its fourth decade.

The Integrated Marketing Specialist will report to the NSAS Program Manager and work in accordance with the bylaws of the organization. This individual will be involved in all aspects of maintaining organization of the website, social media, and supporting outreach events.

This position will begin part-time at 6-10 hours/week. Work hours can be flexible; some weekend and evening hours may be required for meetings and events.

Job Title: Integrated Marketing Specialist

Position Type: Part time; remote/work from home. Organization: Nebraska Sustainable Agriculture Society
Travel Required: Projected as occasional travel, typically within Nebraska for events & meetings.

Location: within the state of Nebraska; Central or Eastern Nebraska will require less travel

Salary/Pay Range: Commensurate with experience and education. Compensation will be set by the NSAS Board of Directors.

To apply for this role please forward these items to pm@sustainablenebraska.org.

1. **Resume & Cover Letter**
2. **Social Media: An example of online content you created, including the audience/purpose for the content.**
3. **Writing: Respond in writing to this prompt in 500 words or less: *Convince a conventional farmer to come to a regenerative farm tour.***
4. **Marketing: If we are starting a new program, Organic Excellence Contest, and you need to create the social media campaign. Share your strategy, platforms, and content ideas. How would you measure success, and what social media trends would you leverage? Keep it concise and creative.**

POSITION OPEN UNTIL FILLED. The first round of interviews is slated for March 2024.

NEBRASKA SUSTAINABLE AGRICULTURE SOCIETY PROGRAM MANAGER Job Description

Role and Responsibilities

The **Integrated Marketing Specialist** of the Nebraska Sustainable Agriculture Society (NSAS) is responsible for supporting the Program Manager's day-to-day business of the organization. Duties under direction of the Program Manager include:

- Serve as an effective public representative of the NSAS to its membership, patrons, and clients as well as related non-profits and the public; cultivate relationships and partnerships for outreach.
- Promote appropriately the mission of NSAS through social media, newsletters, and varied media outlets/venues.
- Develop compelling marketing materials, online and print, to effectively publicize events.
- Provide support role in NSAS outreach for annual conference, farm tours and other outreach activities and events.
- Conduct other tasks that may be assigned by the Program Manager that are consistent with the Integrated Marketing Specialist function.

Qualifications and Education Requirements

NEBRASKA SUSTAINABLE AGRICULTURE SOCIETY Integrated Marketing Specialist Job

Required:

- Excellent written and oral communications skills.
- Ability to work independently under the direction of Program Manager.
- Practical knowledge of sustainable agriculture and food production of a variety of scale and production.
- Strong organizational and interpersonal skills.
- Appropriate computer skills for such a position
- Associate degree (completed or in progress) in agriculture, ecology, biology, agribusiness, or related field.

Preferred:

- Bachelor's degree in agriculture, ecology, biology, agribusiness, or related field.
- Equivalent academic, work, and nonprofit experience will be considered.

Preferred Skills

- Demonstrated experience in holding and achieving business or performance goals.
- Social media and other media acumen in support of an organization or business.
- Demonstrated success planning, managing, and delivering projects.