



1521 I Street  
Sacramento, CA 95814  
[www.projectapism.org](http://www.projectapism.org)

## **Job Description Marketing and Communications Manager**

Project Apis m. (PAm)'s mission is to fund and direct research to enhance the health and vitality of honey bee colonies while improving crop production. Now 10 years old, Project Apis m. is in a significant growth phase. Since 2006, in collaboration with some of the top researchers, scientists, and institutions in the world, PAm has directed and funded groundbreaking research and created resources that inform beekeepers, growers, and the scientific community, infusing over \$6 million into 100+ projects. PAm is continuously working towards improving the health of the honey bee, seeking projects that respond to industry needs and have direct applications for stakeholders. In addition to research projects, PAm forage initiatives include Seeds for Bees and The Bee and Butterfly Habitat Fund, working with growers and landowners to replace crucial lost habitat.

Project Apis m. is seeking a Marketing and Communications Manager who will be responsible for working with the Executive Director and Board of Directors to implement Project Apis m.'s strategic plan. The Marketing and Communications Manager will be responsible for the development and maintenance of the branding, visibility, and image of Project Apis m. and its forage and habitat programs, the Bee and Butterfly Habitat Fund and Seeds for Bees. She/he will take initiative to develop new marketing strategies, including increasing and improving social media engagement. Successful candidates will have the ability and drive to assist the Executive Director and the PAm team with the development and implementation of fundraising, campaigning, event planning, and other related projects.

In addition, the Marketing and Communications Manager will be expected to maintain the PAm website regularly, and publish monthly eNewsletters. She/he will be responsible for donor relationship management, maintaining PAm's donor database, and donor engagement.

Successful candidates will be excited about promoting PAm's mission, maintain a positive attitude, and possess excellent communication skills.

Specific duties include:

- Creation and maintenance of marketing materials and other literature.
- Brand management and development.
- Successful and innovative marketing and development planning and implementation.
- Organization and publication of the PAm eNewsletter.
- Regular website maintenance including news and events, article posting, finding and creating new content, highlighting research, and general maintenance.
- Conference attendance and other public relations when required.
- Presentations and talks at various venues including conferences, meetings, universities, etc.
- Social media content production, posting, management, and assessment.



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- Event planning.
- Development and implementation of fundraising and awareness campaigns.
- Donor relationship management and engagement.
- Other duties as required.

Requirements:

- 3-5 years of measurably successful experience in fundraising, marketing and brand management, donor management, or non-profit development.
- A current understanding of social media.
- An interest in promoting the mission of Project Apis m.
- The ability to work independently and as part of a team.
- Must be able to travel occasionally throughout the year.

Preferred Qualifications:

- A Masters Degree in Marketing, Non-Profit Management, Communications, or a related field.
- Graphic design aptitude.
- A background in research or a scientific field.

Salary and benefit compensation package: DOE

Please submit your resume, cover letter, and salary requirements to: [sharah@projectapism.org](mailto:sharah@projectapism.org).

Candidates that fail to provide these three documents will not be considered.

It is preferred that Candidates are located in the Salt Lake City, UT area but remote applicants will be considered

Position is open until filled, first review will take place on **July 24th, 2017**