



Vice President of Marketing *Raisin Administrative Committee*

Job Announcement

The **Raisin Administrative Committee** (RAC) is seeking applications of interest for its **Vice President of Marketing** position. Located in Fresno, CA, the RAC is a federal marketing order, led by growers, packers and a public member. The RAC is directly overseen by the United States Department of Agriculture (USDA), and was created in 1949 as a result of the Agricultural Marketing Agreement Act of 1937. The RAC actively markets into 18 foreign nations, and collaborates with the California Raisin Marketing Board (CRMB) and the California Department of Food and Agriculture (CDFA) on domestic marketing.

Essential Duties include (but are not limited to):

- Develop marketing strategies to promote California Raisins for domestic and international markets
- Execute multimedia marketing plans which comply with Marketing Order guidelines and regulations
- Ensure grant funding efforts, budgetary controls and standards meet USDA federal and CDFA state guidelines
- Work collaboratively with the RAC/CRMB and liaison to the USDA, CDFA, industry officials and stakeholders
- Provide KPI's, research and analytical data to measure the effectiveness of marketing plans
- Ensure direct marketing and social media presence to promote California Raisins

Highly desired candidates will possess the following qualifications:

- Bachelor's degree in Marketing, Public Relations or a related discipline.
- Ten (10) years' experience to research, develop, plan and execute high level marketing strategies
- Knowledge of national/international multi-media consumer marketing, branding and public relations
- Knowledge of the Federal and State Marketing Order for Raisins or other industries is preferred
- Strong strategic planning, grant and budget management skills
- Five (5) years' experience supervising employees and managing human resources functions
- Proficient in use of info technology, software, including Microsoft Suite and Social Media platforms
- Strong verbal, written and interpersonal communication skills
- Flexibility to travel both nationally and internationally
- Valid Passport and valid California driver license with motor vehicle insurance coverage required

Position offers a competitive salary and an excellent Employee Benefits package.

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For inquiries by telephone call (559) 431-8090.