



## Job Description

### Job summary

Broadly, to ensure effective communication about the issues and directives of the FPAA with government officials, other U.S. associations, the media and Members of the FPAA. To establish and maintain relationships with government officials, the media and U.S. associations to resolve issues and improve the legislative environment for Mexican produce and to present accurate information to the public to enhance the image of Mexican produce. To maintain a broad and effective electronic messaging presence.

### Summary of Essential Job functions

#### POLICY ANALYSIS

- Work with FPAA staff and lobbyists, as needed, on various FPAA issues
- Attend meetings in Washington, DC, Phoenix and Mexico City as needed
- Identify key U.S. and Mexican officials and industry stakeholders who are integral to FPAA's advocacy efforts
- Participate on industry-wide committees and councils as needed
- Along with Member Programs Coordinator, organize FPAA meetings with political figures and regulatory agencies, ensuring a good turnout of FPAA Members and other stakeholders are able to attend

#### COMMUNICATIONS

- Interview FPAA staff and Members to write weekly newsletters to FPAA Members; Coordinate distribution of newsletters.
- Send urgent updates and notices to members as needed
- Work with senior staff to assist in crisis management communications for industry
- Develop a press release calendar and write press releases targeting trade press, elected officials and mainstream media outlets where necessary
- Speak with reporters requesting information, when applicable refer reporters to FPAA staff and Member subject matter experts
- Develop and execute regular and relevant electronic messaging on twitter, Facebook, LinkedIn and other media as appropriate
- Regularly and frequently update content of FPAA Web sites
- Prepare FPAA written correspondence as needed
- Coordinate trips for industry trade press and mainstream media to Mexico
- Compile content for FPAA Annual Corporate Report, lay out publication and coordinate printing
- Update and maintain FPAA's printed Member Directory
- Maintain FPAA's "What Have we Done for You Lately" report
- With guidance of FPAA President, write annual membership dues letter

#### GRAPHIC DESIGN

- Marketing material design & development
- Member directory design & development
- Convention material design & development

- Ad design
- Web site and social media page design
- Work with programmer on major Web enhancements and/or changes

#### TRADE SHOWS

- Participate in trade shows and meetings as needed.

#### MEMBERSHIP SUPPORT

- Assist FPAA Members with requests for information, crisis management.
- Assistance in writing press releases, and other activities
- Along with Member Programs Coordinator, develop and promote educational series and workshops for members

#### OTHER

- As needed, assist with data entry.
- As needed, assist Membership Director in maintaining FPAA Membership lists/emails.

#### **Auxiliary Job Functions**

- Assist in Organizing Meetings
- Attend community outreach events like warehouse tours, non-profit meetings, etc...
- Along with Member Programs Coordinator, conduct meetings with companies interested in vending or providing services to members.

#### **NOTE:**

This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.