

## **CAWG Communications Director**

The Communications Director will focus on supporting the strategic and day to day responsibilities of member communications, media relations and public relations programs to promote the Association and California winegrape growers. The position reports to the President and coordinates with all other staff positions and the CAWG Board.

### **Summary of Duties & Responsibilities:**

- Responsible for CAWG's internal communications with CAWG members to assure timely, effective information as a benefit of CAWG membership – includes the development of monthly newsletter and all special publications
- Responsible for oversight and development of content on CAWG's web sites
- Responsible for a strong, proactive media relations program, including the development of a CAWG bank of grower spokespersons able to speak to the media about sustainable winegrowing practices; the impact of legislative issues on farming; and, key public relations messages to trade and wine media
- Develop and disseminate media correspondence to explain and promote key CAWG activities and/or positions
- Manage CAWG's external public relations program to enhance the image of California winegrape growers and California wine and be the CAWG liaison with Wine Institute and the shared public relations firm
- Monitor, manage and, as appropriate, develop market research to understand public and consumer trends and opportunities for public relations development, including social networking media opportunities
- Develop proactive and strategic communication approaches based on a clear understanding and knowledge of evolving public, political and media perspectives related to the wine and agricultural industry in order to proactively position CAWG and its members on public policy and industry issues.
- Assist in the preparation of presentations and/or speeches geared toward CAWG members and industry audiences

### **Qualifications**

- Proven ability to communicate (written and verbal) effectively with a broad spectrum of audiences including growers, industry, media and policymakers.
- Expertise in the development of compelling and relevant speeches and presentations
- Bachelor's degree in journalism or communications
- Wine industry and/or agricultural industry experience desirable
- Experience with MicroSoft Windows Office suite and design software
- Previous experience (3 years) preferred

### **Key Attributes for Success**

- Self-initiation
- Comfortable serving in a collaborative role
- Strong organizational skills
- Effectively multi-task and prioritize
- Manage projects on time, effectively, on budget
- Strong interpersonal skills and ability to work with varied individuals and groups
- Flexible, dynamic approach to work