

# **THE MAINE AQUACULTURE ASSOCIATION**

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## **JOB OPPORTUNITY**

The Maine Aquaculture Association (MAA) is a nonprofit aquatic farmers association committed to the responsible and sustainable development of aquaculture in Maine and the United States. For over forty years MAA has advocated for member interests and working waterfronts, educated the public and policy makers about aquaculture and developed new and progressive farming methods designed to reduce environmental impacts while growing safe, healthy seafood.

### **JOB DESCRIPTION: Outreach and Development Specialist**

MAA is seeking an enthusiastic and energetic individual to join the MAA team to focus on communications and outreach. The new position will focus on building the associations capacity to effectively communicate its members activities, coordinate with likeminded organizations and improve member services. The successful candidate will be highly motivated, creative, have excellent writing skills and a working knowledge of web site construction and social media. Skills in photography and videography and a knowledge of the aquaculture field will be considered additional assets. The position will report directly to the MAA executive director.

### **KEY RESPONSIBILITIES**

- Conduct a systematic review of the existing MAA web site, and all education and outreach materials.
- Develop updated education and outreach materials designed to effectively communicate MAA core mission and values and member activities.
- Design and implement a comprehensive communications and outreach plan that includes social media and metrics to continuously assess message delivery efficacy and cost analysis.
- Staff the effort to coordinate between multiple institutions in Maine currently working on aquaculture development and policy.
- Review existing MAA member services and develop a comprehensive membership value program designed to increase MAA service to the Maine aquaculture sector.

### **QUALIFICATIONS AND EXPERIENCE**

- University degree in Communications, Aquaculture or Marine Policy
- Effective written and oral communications skills (portfolio of work samples)
- Strong computer skills and interest in technology as a communications tool
- Experience in customer relations management systems and customer service
- Ability to work in a team, take direction and work independently
- Ability to conduct interviews, to research, analyze and summarize information
- Experience in project management
- Experienced in social media and web-based media
- Experience in marketing and sales will be viewed as an asset