

OREGON DUNGENESS CRAB COMMISSION

POSITION DESCRIPTION

SECTION 1. POSITION INFORMATION

Position Title: Assistant Administrator & Communications Manager
Position Category: Management Service
Effective Date: Negotiable. Desired Start Date: mid-October 2017
Agency number: 645
Work Location: Coos Bay
FLSA: Exempt
Eligible for Overtime: No

SECTION 2. PROGRAM / POSITION INFORMATION

The Oregon Dungeness Crab Commission (ODCC), created in 1977 under Oregon law ORS 576, works for the positive development of the interests of all commercially licensed fishers and processors of Dungeness Crab. The Commission assesses Dungeness Crab landed in the state at 1% of the cash value at the first point of sale. Eight Commissioners, appointed by the Director of the Oregon Department of Agriculture, set goals, annual budgets and determine how to use the assessments to benefit the Oregon commercial Dungeness Crab industry through generic marketing, promotion, education and research programs.

The ODCC's mission is to "enhance the image of the crab industry and increase opportunities for profitability through promotion, education and research."

The ODCC Executive Director supervises this new full-time position. The successful candidate will work with the Director and Office Manager as part of a three-member team to carry out programs to achieve the goals and objectives of the Oregon Dungeness Crab Commission.

The ODCC is part of Seafood OREGON, a collaborative marketing effort of Oregon's four commercial fishery commodity commissions, and carries out the administrative work for Seafood OREGON. The ODCC is one of 23 industry-funded commodity commissions that operate under the umbrella of the Oregon Department of Agriculture's Commodity Commission Oversight Program.

The ODCC, through the state of Oregon, offers a benefits package that includes medical and dental insurance; options for life insurance; paid vacation; sick leave; holidays; and a retirement plan. This position requires periodic in-state and out-of-state travel.

SECTION 3. DESCRIPTION OF DUTIES

Job functions include, but are not limited to, the following areas:

1. Recommends to the Executive Director a communications plan with consistent key messages and key strategies for use in multiple formats including: social media (Facebook, Instagram, etc.), ODCC and Seafood OREGON websites, ODCC newsletter, print (brochures and advertising), video, speaking engagements, and in-person;
 - A. Carries out all phases of Commission-approved communications plan.
 - B. Executes marketing strategy for social media platforms.
 - C. Stays up to date with new trends in social media.

- D. Posts content to ODCC and Seafood OREGON websites; ODCC Facebook, Instagram and other social media vehicles.
 - E. Desktop-publishes print publications including newsletter and brochures.
 - i. Arranges to use stock photography as needed.
 - ii. Manages procurement of photography as needed.
 - F. Completes Requests For Quotes, Requests For Proposals, and drafts contracts as needed for communications projects.
2. In conjunction with the programs approved by all four Oregon seafood commodity commissions, collaborates with those commission directors to plan and carry out communications and promotions for Seafood OREGON.
 3. Participates in planning and carrying out trade show presentations and targeted promotions.
 - A. Arranges and coordinates logistics before and after trade shows.
 - B. Coordinates shipping of display and product.
 - C. Represents the commission at trade shows.
 4. Helps coordinate two 'pre-season' activities: testing crabs for meat-fill and testing crab for toxins.
 - A. For each test, works with a state agency and follows test-specific procedures.
 - B. For meat-fill tests, obtains Dungeness crab from a fishing vessel or processing plant. Handles live crab for meat-fill tests.
 - C. For toxin tests, prepare samples and ship samples to ODA Lab. Sends out test result numbers to interested parties for HACCP binders.
 5. Communicates via phone, email, in person, and at meetings with commercial Dungeness Crab industry, food service trade, staff of state and regional governments and non-governmental organizations to build and maintain good working relationships.
 6. Tracks and prepares reports on ex-vessel, wholesale and retail pricing trends.
 7. Using telephones and emails, coordinates scheduling and shipping for the ODCC's inflatable crab program. The largest inflatable crab is 20 x 30 x 12 feet. Sets up, inflates, deflates, re-packages, and transports inflatable crabs.
 8. Travels to attend, participate and represent ODCC at meetings with staff of state agencies, state legislature, Marine Stewardship Council, ports, seafood processors, fishing boat owners associations, marketing associations, administrative rule advisory committees, and similar groups related to the Oregon Dungeness Crab fishery.
 9. Serves as a secondary contact for media, both traditional and non-traditional formats.
 - A. Recommends to Executive Director communications strategies to respond to issues and risks to the consumers' opinions of the Oregon Dungeness crab fishery. Recommendations may include professional training for staff and others.
 10. Consults with the ODCC Executive Director to plan for and prepare meeting materials for ODCC public meetings.

11. Travels to attend and make presentations at ODCC public meetings.
12. Collaborates with other Oregon commodity commissions and ODA Ag. Development and Marketing staff.
13. Drafts administrative rules for review by the Executive Director, the ODA and the Oregon Department of Justice; revises as needed; may be requested to file rules on-line and to schedule administrative rule hearings.
14. Other duties as assigned by the Executive Director.

SECTION 4 - REVIEW OF WORK

The ODCC Executive Director reviews the performance of the Assistant Administrator and Communications Manager on an annual basis. Salary adjustments are determined by the ODCC board annually as part of the adoption of the ODCC's FY budget. This is a non-supervisory position.

SECTION 5 - WORKING CONDITIONS

- A. As a professional, the Assistant Administrator and Communications Manager works a minimum of 40 hours a week on a five-day a week basis, or as specified by the Executive Director. Works in a professional office approximately 70% of the time. Travel and periodic weekend work and overnight work is required.
- B. Applicant must have, or be able to obtain, a valid Oregon driver's license; have a good driving record and an automobile in good operating condition; or be able to provide an alternative method of transportation that is acceptable to the ODCC. Routine private vehicle travel on the Oregon coast and inland. Private vehicle mileage is reimbursed at the approved State of Oregon rate (.535 per mile for 2017).
- C. Must be willing to handle live Dungeness crab.
- D. Ability to lift up to 50 pounds.
- E. May occasionally encounter and work with people with strong opinions.
- F. The Assistant Administrator and Communications Manager may work with financial and business information specific to the assessment payers and seafood processors in Oregon's Dungeness Crab industry that must be kept confidential.

SECTION 6 – GUIDELINES

The Assistant Administrator and Communications Manager will be expected to become familiar with and understand specific Oregon statutes, administrative rules, and policies and procedures as they relate to the administration and operation of an Oregon Commodity Commission.

Examples are:

- ORS 576 and other statutes related to the commercial Oregon Dungeness crab fishery.
- Administrative Rule Chapter 645, 603 and other administrative rules governing state agencies.

- Oregon Attorney General’s Administrative Law Manual and Uniform and Model Rules of Procedure under the Administrative Procedure Act.
- Oregon Attorney General’s Public Record and Meetings Manual.
- ODA Commodity Commission Administrator Handbook.
- ODCC Policies and Procedures Manual.
- Oregon Department of Fish and Wildlife Administrative Rules (635-005-0040 to 0060) related to Dungeness crab fishery.

SECTION 7 - QUALIFICATIONS

Minimum qualifications: *(Application materials must demonstrate your successful experience in items 1 through 7 below.)*

1. A. At least 5 years of proven successful experience meeting deadlines while working in written journalism, communications, or public relations with an emphasis on developing and carrying out social media campaigns; and writing and producing a variety of traditional communications materials in multiple formats (print, electronic, web),
or
B. At least 5 years of proven experience and expertise in planning and carrying out marketing, promotional activities, advertising, or sales with an emphasis on developing and writing social media campaigns.
2. At least 2 years of experience in planning communications using multiple formats.
3. Successful experience in public speaking and presentations.
4. Demonstrated successful experience using effective time-management and organization skills to respond to changing priorities, while working on multiple projects on multiple topics with varying due dates.
5. Computer literacy in: Word Press or other web publishing software, desktop publishing software, posting to social media sites, Word, Excel, PowerPoint.
6. In both the office environment and within an industry, demonstrated success communicating verbally and in writing to create and maintain good working relationships with a variety of people and personalities.
7. Demonstrated excellence in working and communicating well verbally with a team.

Desired, but not required, qualifications:

1. General knowledge of the commercial fishing/seafood industry, agriculture or related fields.
2. Existing good working relationships with Oregon’s commercial fishing/seafood industries, with emphasis on Dungeness crab.
3. A degree in journalism, marketing, public relations or related field.
4. Demonstrated skill in handling multiple tasks simultaneously while maintaining accuracy with details and meeting deadlines.

5. Demonstrated experience in developing and carrying out cohesive communication plans and messages for multiple platforms.

SECTION 8. ADDITIONAL JOB-RELATED INFORMATION

Must be a demonstrated team player, a self-starter, have demonstrated ability to establish and maintain effective working relationships, effective oral and written communication skills, demonstrated ability to work independently and handle multiple tasks with attention to detail, excellent time management skills, ability to follow projects through from beginning to end, and excellent computer skills. Must have a valid driver's license and a good driving record. Must be able to travel overnight and over weekends. Must be able to lift 50 pounds. Must be willing to handle live crabs.

SECTION 9 - COMPENSATION

Salary and compensation commensurate with experience. (Starting range \$40,000-\$50,000, depending on experience.)

As a state agency, the ODCC provides a benefit package including medical, vision and dental insurance; paid vacation, sick leave and holidays; and contribution toward the state retirement plan. Options for life and disability insurance are available. The position is a full-time professional position and is not eligible for overtime. The successful applicant will work the first six months as a probationary employee.

SECTION 10 – HOW TO APPLY

Send the following application materials:

1. a 1-page cover letter,
2. a resume (no more than 3 pages)
3. three published, printed or screen shots of on-line samples of writing, communication, marketing, promotion or sales materials that you created, and
4. Names and contact information for three professional references.

to: Executive Director Hugh Link
Oregon Dungeness Crab Commission
P.O. Box 1160
Coos Bay, Oregon 97420

THE DEADLINE FOR APPLICATIONS is September 15, 2017, at 5 p.m. Please mail early enough to arrive by the deadline; postmarks will not qualify. No email or faxes will be accepted. A committee of ODCC and ODA will review complete applications received by the deadline. If, after reviewing the applications, the ODCC does not have a satisfactory pool of candidates, the ODCC will continue to recruit and accept applications. Tentative date for interviewing candidates who best fit the qualifications is September 27.