

## POSITION DESCRIPTION

### CAST COMMUNICATIONS MANAGER



**About CAST:** Since 1972, the [Council for Agricultural Science and Technology \(CAST\)](#) has provided credible, unbiased, science-based information about food and agriculture to policymakers, the media, the private sector, and the public. CAST is a nonprofit membership-based organization composed of scientific and professional societies, universities, companies, nonprofits, libraries, and individuals. The primary work of CAST is the communication of science-based information to a wide audience through the production of online and print publications, website, e-newsletter, and social media.

**About the Position:** The Communications Manager works closely with the entire CAST team in planning, implementing, and evaluating effective CAST communications efforts, including print publications, weekly e-newsletter *Friday Notes*, website, blogs, press releases, and social media platforms. The position supervises a Communications Intern and is expected to build a team of volunteers to develop new communication channels (including but not limited to videos and podcasts) with CAST stakeholders. Other tasks include updating content on the CAST website, generating news and media releases, and creating and repurposing CAST content for the appropriate audience.

**Position Classification:** Full-time (35 hours/week), flexible schedule, including some evenings and weekends.

**Location:** Onsite (Ames, IA), remote, or hybrid.

**Wage/Salary Range:** Commensurate with experience and ability. The position includes benefits, (health, vision, dental, life) insurance, 403(b) retirement, vacation, and sick leave.

**Travel:** There is the opportunity for domestic travel annually for the CAST Fall Annual Board Meeting and to Des Moines, IA for special events. Estimated travel commitment approximately 2-5 days/year.

#### Responsibilities:

- Manage and create social media and digital content including social media postings, blogs, publication infographics, press releases, etc. that will be shared via various media platforms and the CAST website.
- Creation of a weekly, comprehensive e-newsletter highlighting breaking agricultural science and technological news and CAST updates with assistance from the Communications Intern.
- Provide additional editorial and design support for the Scientific Editor as needed.
- Use analytics to evaluate impact and best practices and identify CAST audience segments in order to implement an annual or bi-annual communications audit.
- Management of the CAST website (content creation, maintenance, etc.).
- Engage and support board-level volunteers on committees and the adaptive plan communications team in strategy creation and tactics to expand reach of CAST communication efforts.

- Create a quarterly summary of activities that updates members and stakeholders on recent CAST events.
- Work with other CAST staff to compile information for the annual report.
- Maintain a current directory of media and communication outlet contacts for both internal (CAST members and stakeholders) and external audiences to both distribute CAST communications and collect information and material from those groups.
- Coordinate the CAST Science Communication Scholarship program awarded to graduate students enrolled at the CAST member institution hosting the annual meeting.
- In conjunction with the Membership Specialist, create and repurpose content and materials to recruit, retain, and recognize CAST members (individuals and organizations).
- Conduct and record interviews of CAST leadership, members, volunteers, and Borlaug CAST Communication Award recipients to create short promotional videos for the organization.
- Create videos and podcasts.
- Photograph CAST events for posting to the website and social media.
- Develop a regularly occurring podcast series or segments based on *Friday Notes*, recent CAST publication releases, and other agricultural science topics of relevance.
- Create, revise, and edit material for CAST staff as needed.
- Other duties as assigned.

**Education and Experience:** *(Practical experience may be considered in lieu of education)*

- Degree (undergraduate or graduate) in journalism, marketing, or communications (multi-media). Ag/Science communications or a related field preferred.
- Proven experience in social/digital media. (The candidate will be asked to share a portfolio in this area.)
- Strong writing and public speaking skills.
- Knowledge of photo editing, media editing, and graphic design software (ex: Photoshop, Canva).
- Strong time-management skills and ability to work independently. Experience with project management software (Asana) preferred.
- Experience with videography and podcast development and distribution.
- One or more year supervisory experience.
- Familiarity with engaging volunteers from a diverse community preferred.

**Application Process:** For additional information, contact Anne Owens. To apply, send a cover letter, resume, and portfolio samples (by mail, phone, or electronically) to:

Anne Owens, Director of Council Operations  
 4420 Lincoln Way  
 Ames, IA 50014  
[aowens@cast-science.org](mailto:aowens@cast-science.org)  
 515.292.2125

**Deadline:** The position is open until filled. Applications from candidates not selected for the position will be held on file for one calendar year for future consideration.