



Communications and Membership Coordinator

Reports to: GAPP CEO

Status: Full Time

Position Overview: The Communications and Membership Coordinator will be a vital member of the GAPP team. The role is multifunctional so the ideal candidate will be a self-starter, have a passion for communications—both internal and external—and be results-oriented, highly independently motivated and organized. The Coordinator is responsible for planning, developing, implementing and monitoring GAPP's strategic communications strategy. This work includes communicating with CEO and GAPP Communications Committee members and PR agency(ies) of record to execute GAPP's media relations and messaging strategy. Additionally, the Coordinator is responsible for member relations, including outreach, recruitment, retention and implementation of plans designed to cultivate, maintain, and strengthen member ties to each other and to the organization. The Coordinator will also provide some assistance in normal business functions for the organization.

DUTIES AND RESPONSIBILITIES

Communications (40%): Responsible for internal and external communication strategies, media relations, social media presence and the development of communications collateral. Specifically:

- Working with GAPP's agency of record, help to develop and implement overall GAPP communications strategy.
- Support organizational communications with written information for newsletters, annual reports, website, social media, etc.
- Promote members' programs and brands.
- Provide technical assistance to members on public relations, communications, media advocacy and media relations.
- Manage the structure and content of GAPP website; execute and implement all communications on the GAPP website and social media outlets. Expand GAPP's social media presence through existing and new social media outlets. Manage GAPP website member log-in accounts, ensuring that registrations are kept updated and new registrations are implemented in a timely manner.
- Analyze data pertaining to website and social media use and effectiveness.
- Produce the weekly Newsclips, monthly e-newsletter, annual report, and other special reports as needed.
- Assist GAPP with the development and implementation of a communication plan that furthers our strategic initiatives and increases public awareness of Wild Alaska Pollock, member programs, and promotes fish and seafood consumption overall.
- Create communications and media materials archive.
- Support GAPP CEO in management of all media inquiries.
- Write and disseminate news releases as requested.

Member Relations (35%): Working with GAPP CEO, manage GAPP Board of Directors and membership to ensure effective engagement and communication about GAPP's activities and ROI. Help manage

recruitment of new GAPP members and retention of current members. Communicate with members, non-members and others in a relationship building role. Specifically:

- Develop and oversee the implementation of a plan for identifying membership needs for support and service by GAPP.
- Assist in the general planning and implementation of programs designed to cultivate, maintain, and strengthen member ties to each other and to the organization. Create impactful programs that enhance member engagement.
- Participate in promotion of GAPP membership, member benefits and GAPP programs and services.
- Solicit new and renewing membership. Help with dues collection and invoice dissemination.
- Provide a high level of service including building strong relationships with members, non-members, allied industry and others. Responds to inquiries and requests.
- Work with accounting staff to ensure timely completion of administrative tasks related to membership and payment processing, coordination of membership renewals, production of membership reports, updating membership data on website and in other functional systems.
- Work with CEO to help write and update Board and general membership communications.

Business Management & Assistance (25%): Complete other duties as assigned related to organizational management and in support of GAPP CEO.

- Help with meeting logistics, travel arrangements and event coordination.
- Respond to member inquiries in a timely fashion.
- Work to manage and coordinate vendor and contractor relationships and ensure timely completion of projects.
- Help maintain industry calendar of events and other relevant scheduling documents.
- Coordinate meetings with allied industry, board members and others as appropriate.
- General office duties as assigned.

REQUIRED QUALIFICATIONS

Successful candidates will be have a positive can-do attitude, ability to work independently to produce high quality work products, and manage multiple projects at once. Ideal candidates will have 1-3 years of relevant communications experience with digital communications experience being highly preferred. Proven experience with communications research and strategy; media relations; developing content for various audiences; digital engagement best practices and a Bachelor's degree in marketing, communications, journalism or related field. Qualified candidates will have excellent oral, written and interpersonal communication skills.

Must possess strong organizational, critical thinking and analytical skills, as well as an attention to detail. Ability to manage multiple projects and consistently meet deadlines is required. Also essential is a high level of individual initiative and creativity. Connection to the Alaska seafood industry a plus.

SALARY AND BENEFITS: Salary commensurate with skills and experience.

To Apply: Please send your resume and cover letter via email to: info@alaskapollock.org Re: Communications and Membership Coordinator attn: Craig Morris, CEO.