



Job Description Global Communications Committee

Committee Mission:

Fosters, supports and steers strategy for industry and external communications about California almonds, the almond industry and the Almond Board of California. This includes:

- Promoting a globally-consistent dialogue between the almond industry and stakeholders by providing information about the makeup of the almond industry and its practices.
- Anticipating issues facing the industry and providing counsel in the event of a crisis to support the success of California almonds and the almond industry.
- Disseminating industry-funded research findings, success of ABC programs, educational materials and driving the California almond industry's journey of continuous improvement in farming and processing practices.
- Engaging members of the almond community in creating a culture of lifelong learning, service and desire to constantly improve current growing and processing practices that ensure a sustainable future and our right to farm.
- Creating programs and events that motivate industry members to become more efficient in and out of the orchard, demonstrating our commitment to leadership and the greater almond community.
- Optimizing Almond Board communication channels including traditional, digital, social and events to tell our story around the world.

This work will result in a globally consistent, factually accurate understanding of California almonds, the industry, and the Almond Board of California. It will also enable impactful communications with the industry resulting in awareness of the work they fund through the Almond Board as well as adoption of continuously improving farming and processing practices. Members of this committee will understand that they are expanding their industry in a world where *how we grow* is as important as *how much we grow*.

Member/Alternate Responsibilities:

- At least two in-person meetings anticipated per fiscal year, periodic conference calls, and review of strategic direction, program proposals, and budgets
- Support strategic planning, oversight and program development for Reputation and Issues Management, Industry Communications, Industry Relations, Field Outreach and Education and Community Relations
- Prepare recommendations to Board on programming needs and funding priorities

Member/Alternate Target Skill Sets/Expertise:

- Principles and practices of communications, public relations, issues/crisis management, social media and/or marketing/advertising
- Recognition of the importance of traditional, as well as new and evolving communication channels, and the translation of information from technical to audience appropriate
- Experience in outreach to farmers, processors, customers, and/or consumers



- Analysis of complex problems, evaluating alternatives and extending information
- Understand of the role of market research including insights and perceptions from consumers, customers, and almond farmers and processors
- Understand consumer trends at the intersection of food and agriculture, specifically as it relates to the image and identity of almond farming and processing
- Understand the role of corporate social responsibility and strategic partnerships
- Awareness of industry perceptions and grower realities, to help develop realistic program expectations and educational content tailored to a grower/handler audience
- Ability to identify new relationships to assist in executing programs and events
- Versed in some aspect of almond production or handling relevant to sustainability, training, education, leadership or event planning
- Strong desire to serve and participate in industry programs, and to encourage others to participate as well
- Work well with cross functional working groups on proposals and projects

For further information, contact Daren Williams at dwilliams@almondboard.com or 209-343-3223



**Committee Membership Statement of Interest
Global Communications Committee Member/ Alternate**

Name:

Company:

Phone:

Email:

Industry Affiliation:

Grower

Handler

Allied Industry

Other

The Global Communications Committee seeks experience and expertise in the following areas. Please check all that apply to you and provide relevant detail:

Communications, public relations, issues/crisis management and/or advertising:

Market research:

Corporate social responsibility:

Traditional, as well as new and evolving communication channels:

Outreach programs to farmers, processors, customers, and/or consumers:

Please indicate volunteer/leadership positions you have held with the Almond Board of California:

Please indicate volunteer/leadership positions you have held other than with the Almond Board of California:

Please indicate any affiliations which may be considered potential conflicts of interest: