JOB OPPORTUNITY

The Maine Aquaculture Association (MAA) and National Aquaculture Associations (NAA) are nonprofit aquatic farmer associations committed to the responsible and sustainable development of aquaculture in Maine and the United States. For over a combined 69 years MAA and NAA have advocated for member interests at the state and federal levels, supported working waterfronts, educated the public and policy makers about aquaculture or developed new and progressive farming methods designed to reduce environmental impacts while growing safe, healthy seafood.

JOB DESCRIPTION: Outreach and Development Specialist

MAA and NAA are seeking an enthusiastic and energetic individual 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, respond to media or agency articles or reports, 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 be located in Maine and report directly to the MAA executive director.

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

QUALIFICATIONS AND EXPERIENCE
- University degree in Communications, Aquaculture or Marine Policy
- Effective written and oral communications skills (portfolio of work samples)
- Strong public speaking and presentation skills
- 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

The Maine Aquaculture Association and the National Aquaculture Association are Equal Opportunity Employers. MAA and NAA do not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.