



Position: **Membership & Marketing Manager**

Reports to: **President & CEO**

Classification: **Full-time, exempt, individual contributor role**

Position Summary:

The Membership & Marketing Manager leads APC's membership growth, engagement, and external communications. This role is responsible for developing and executing membership recruitment and retention strategies, managing APC's marketing and digital presence, and supporting data-driven engagement with members and stakeholders.

Working collaboratively across APC programs, committees, and contractors, this position translates APC's value and impact into compelling outreach that strengthens the council's membership base and visibility. This is a growth-oriented role with opportunity for increased responsibility as APC continues to expand.

Essential Duties and Responsibilities:

1. Membership Acquisition and Retention

- Design and implement membership acquisition and retention strategies, including annual goals
- Refresh and tailor APC membership value propositions by sector
- Lead annual membership renewal campaigns with staff coordination
- Identify and engage prospective members
- Serve as primary point of contact for membership inquiries and onboarding

2. Marketing, Social Media, Newsletters, and Events

- Manage APC's social media presence and recommend new engagement strategies
- Coordinate content creation with APC staff and contractors
- Produce and distribute newsletters and member communications
- Develop member-facing marketing materials for meetings, trade shows, and events

- Maintain and update APC, American Peanut Research and Education Society, and international program websites

3. Committees & Events Support

- Co-lead the APC Membership Committee
- Provide membership leads, data, and follow-up support
- Support event-related marketing and outreach activities

4. Data, CRM & Reporting

- Maintain APC's CRM and membership database
- Track membership status, contributions, and engagement
- Prepare basic reports and surveys to support decision-making
- Send acknowledgements for dues and donations

5. Representation & Travel

- Represent APC at conferences, trade missions, and industry events
- Travel to meet current and prospective members as needed

6. Other Duties as Assigned

- Support an atmosphere of transparency, trust, and teamwork
- Adhere to all policies, guidelines, and requirements as outlined in APC's employee manual
- Complete other duties as assigned by the President & CEO

Performance Measurements

- Improved membership engagement and retention year-over-year
- Timely execution of marketing campaigns and communications
- Accurate and reliable CRM and membership data management
- Strong collaboration with APC staff, committees, and contractors

Compensation:

Salary & Signing Bonus: \$80,000 to \$95,000 annually, competitive signing bonus commensurate with experience and location

Benefits: 5% matching 401K, vested day one; 100% employer provided health, dental, and life insurance

Location: Alexandria, Virginia, hybrid work schedule

Travel: Some travel required in the United States and Internationally

Minimum Qualifications:

- A strong team player with a willingness to learn
- A passion for trade, food, and American agriculture
- A diplomatic approach with an initiative-taker attitude
- A bachelor's degree in marketing, agricultural marketing or education, or related field
- 3–5 years of professional experience in marketing, membership, or communications
- Strong written and verbal communication skills
- Experience managing social media and digital content

Preferred Qualifications:

- Knowledge of social media platforms, including Meta, LinkedIn, Instagram, TikTok, and others
- Prefer at least 3 years' experience with large events
- Prefer at least 3 years of professional experience with membership
- Graduate education and a foreign language a plus
- Prefer knowledge of customer relationship management (CRM) systems
- Prior experience working with USDA cooperators and/or trade associations
- Knowledge of generative AI, Canva, Photoshop, Microsoft Suite, Hootsuite, Buffer, Sprout Social or equivalent, etc.
- Experience tracking engagement metrics (open rates, CTR, follower growth)
- Experience managing multi-channel campaigns (email, social, web)
- Demonstrated experience drafting professional communications (newsletters, announcements, web copy)
- History of adapting tone for industry, government, and international audiences
- Experience working with external vendors or contractors
- Familiarity with managing timelines and deliverables across teams
- Skills or a passion for photography and cinematography

Conditions of Employment:

- May require completion of a name-based background screening, credit check, and self-disclosure of criminal history
- Requires ability to travel in the performance of duties. Requires appropriate, valid driver's license
- Overnight travel is required. Working evenings and weekends may be required.
- Authorization to work in the U.S. and eligibility for international travel. Sponsorship not offered.

Applications will be open until March 31, 2026, or until the position is filled. Interviews will be on a rolling basis.

About APC: Founded in 1940, the American Peanut Council, located in Alexandria, VA, is the trade association for the U.S. peanut industry, representing all segments of the U.S. peanut industry across domestic and international markets. The main functions of the association are international programs, research, sustainability, and issues management. To learn more, go to www.peanutsusa.com

***To apply please email your resume and cover letter with the subject line
“Manager, Membership & Marketing” to:***

To Jobs@PeanutsUSA.com

Preference given to Veterans. Equal Opportunity Employer.

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