



## PERC Requests Applications for a Marketing Professional

PERC is looking for an experienced, organized and motivated marketer to lead strategic efforts, write copy, design ads, and develop marketing campaigns to promote pesticide safety messaging, coordinate with stakeholders, and amplify the distribution of PERC's works.

This is a part-time position with compensation for approximately 5-10 hours per week. All work will be remote. Work is anticipated to end December 2021. The successful candidate will have demonstrated experience reaching a variety of stakeholders and will inform, design, and execute marketing activities directed to target audiences across the United States. Work may involve strategizing on key messages and branding, editing copy, producing layout, and working with third parties to disseminate messaging. Examples of training materials are presentations, videos, manuals, posters, fact sheets, regulatory compliance materials, and other items. Applications are due by **Monday, April 26, 2021**

### **About [PERC](#):**

PERC is the Pesticide Educational Resources Collaborative, a 5-year cooperative agreement (#X--83616301) between the U.S. EPA's Office of Pesticide Programs and University of California Davis Continuing and Professional Education, in collaboration with Oregon State University. PERC aims to support the development of resources/materials about the safe use of pesticides by applicators and handlers in agricultural, commercial, and residential settings. These materials will help prevent pesticide exposure incidents for pesticide applicators, handlers, workers, and their families. As a team, we value public service, collaboration, and diversity.

### **About the Project:**

The primary goal of this project is to widely promote and market pesticide safety-related materials across the U.S. to prevent pesticide-related illness/injury for pesticide applicators, handlers, farmworkers, farm families, and others. Target audiences of the materials include but are not limited to licensed/certified pesticide applicators, people studying to get licensed/certified, trainers of agricultural workers/ pesticide handlers under the Worker Protection Standard, agricultural workers, land-owners/property managers, agricultural business owners and managers. Marketing outputs may include announcements, correspondence, content for websites/newsletters, adding design elements to PERC publications, tabling displays, and more.

### **Marketing Consultant:**

Applicants must have experience developing and executing marketing campaigns that target agricultural employers, licensed/certified pesticide applicators, trainers of agricultural workers/ pesticide handlers under the Worker Protection Standard, agricultural workers, land-owners/property managers, or similar audiences. Applicants must have the resources and equipment to perform all work remotely including a reliable internet connection, video conferencing software/app, availability to meet remotely with the project team, and have the Microsoft Office suite and Adobe Acrobat Pro.

Times of peak effort may be flexed to accommodate schedules. Desired applicant(s) will have demonstrated success with campaigns targeted to the above audiences.

Highly desired:

- At least 5 years' experience developing and executing marketing campaigns targeting agricultural employers, licensed/certified pesticide applicators, trainers of agricultural workers/ pesticide handlers under the Worker Protection Standard, agricultural workers, land-owners/property managers, agricultural business owners and managers.
- Familiarity with marketing strategies and methods for diverse audiences
- Familiarity with industry terminology, tools and sites used frequently by target audiences.
- Ability to write copy, edit copy, and format attractive outputs (i.e. announcements, newsletter items, ads). This includes possession of design and layout skills for the output production.
- Passion to serve on a project that could help farm workers and other vulnerable populations.

The job may include some or all of the following:

- Meet with the PERC team to develop ideas, messages, methods, and work plans.
- Evaluate external examples, best practices, and resources relevant to the project.
- Work in close collaboration with project team lead(s) to develop effective campaign(s) for distributing and advertising pesticide-related training and educational materials.
- Incorporate input from targeted user groups.
- Write copy, edit copy, format visuals to be effective.
- Work with organizations to have PERC materials mentioned in news briefs.
- Suggest appropriate methods and strategies to reach the targeted audience groups.
- Maximize cultural competence and sensitivity.
- Use project management expertise to guide project and keep to established timelines for creation and release.

Freelancers, agricultural communications specialists, marketing professionals, agrochemical sales representatives, public affairs professionals, public information specialists, and advertising organizations are encouraged to apply. Our budget allows for hourly payments of approximately \$80/hr.

#### **Application Procedure & Selection:**

Complete the web-based [form available here](#). Be prepared to describe your qualifications, availability, compensation requirements, and any experience you have marketing to targeted audiences.

**Application receipt deadline: Monday, April 26, 2021**

PERC administrators will make the final candidate selection and will notify all applicants of their decision by May 1, 2021.

For questions please contact Suzanne Forsyth or Lisa Whitaker at [PERCsupport@ucdavis.edu](mailto:PERCsupport@ucdavis.edu).