

The Alaska Seafood Marketing Institute (ASMI), Department of Commerce, Community and Economic Development (DCCED) State of Alaska is seeking candidates for Domestic Marketing Director.

This position is located in Seattle, Washington and reports directly to the Executive Director of ASMI. The position oversees the Foodservice and Retail programs and supervises three full time staff along with several contractors.

The Domestic Program, under strategic guidance of a Domestic Marketing Committee, is responsible for managing a \$4 million budget.

Responsibilities include:

1. Manage and direct ASMI's Foodservice and Retail Programs.
 - a. Develop and implement overall foodservice and retail marketing plans.
 - b. Prepare and manage the budget for all foodservice and retail activities.
 - c. Prepare strategic plans. Develop objectives, strategies and tactics to successfully execute marketing plans.
 - d. Coordinate and facilitate regular strategic planning meetings with foodservice and retail staff and outside contractors.
2. Responsible for the oversight of national foodservice and retail account promotions and educational efforts.
3. Direct supervision and oversight of ASMI's domestic advertising agencies and outside program contractors.
4. Extensive interaction with Board of Directors, committees and industry representatives.
5. Responsible for trade, media and consumer communications and inquiries.
6. Responsible for program reporting, evaluation and assessment.
7. Direct supervision of the Retail Manager, Foodservice Manager and a Marketing Specialist as well as several outside marketing contractors.
8. Interact directly with other program directors to further enhance ASMI's mission.
9. Responsible for supervision of operations in the Seattle office.
10. Applicant must have a legal right to accept employment in the United States.

This position requires a Bachelor's degree from an accredited college in marketing, communications, business or a closely related field. Position requires a minimum of seven (7) years' experience implementing food marketing programs, product promotions, public relations, advertising, market research and other marketing techniques.

Additionally, successful candidates will demonstrate:

- Knowledge of food marketing including strategic planning, communications and advertising.

- Knowledge of the foodservice and retail industry including culinary development and operations.
- Knowledge of program management, budgeting, and data analysis.
- Skills in creative development, written and oral communications, ability to multi-task and negotiate.
- Organizational and interpersonal skills.
- Ability to work in a team-oriented environment and be self-motivated.
- Skills to manage regional field marketing staff and agencies in multiple locations.
- Ability to manage complex programs and work effectively with the private sector and state/federal government.
- Ability to take direction from multiple stakeholders.

State of Alaska Executive Exempt (XE) range 24 wage and benefits. Starting salary begins at \$89,748.

Please submit resume, three (3) references, and a cover letter outlining your qualifications as they relate to the above job description to: hire@alaskaseafood.org. Your cover letter must identify how you meet the minimum qualifications as well as address your knowledge, skills and abilities as they relate to the 10 position responsibilities as outlined above. Your cover letter will be considered as a writing sample and will be used to determine which applicants will advance to the interview phase.

Applications must be received by 4 PM AKDT September 19th, 2016.

ASMI is an Equal Opportunity and Affirmative Action employer.