

II. COMMUNICATION PROJECTS

- Advertise in appropriate media to reach audiences at the state, national and international levels, including co-op ads with the University of Nebraska and other partners, as feasible and appropriate.
- Produce events, such as Transdisciplinary Conversations, WFI 5-year anniversary event, various meetings with prospective partners, donors and guests, and workshops.
- Foster undergraduate interns to enhance their professional experience and build capacity to implement marketing and public relations projects. Work may include social media development, press release writing, editing, research and event planning.
- Develop a Water for Food Institute overview video to build awareness and understanding of the institute's projects and enhance its brand reputation among all stakeholders.
- Produce print publications, including the five-year report, brochures, posters, fliers, policy reports, invitations, postcards, infographics, workshop or event materials.
- Implement a strong social media strategy, including development of a social media calendar (including blog content), campaign themes, and increasing investment in Google adwords.
- Effectively manage the Water for Food Institute contact database to ensure stakeholders receive timely, relevant and valued communications to build engagement.