JOB DESCRIPTION

Job Title: VP of Program Information
Department: Program Information
Date: November 2026

Position Summary

The Vice President of Program Information leads the Cotton Board's communications efforts on behalf of the Cotton Research and Promotion Program (the Program). The Vice President ensures that U.S. producers, ginners, importers, agri-businesses, and other stakeholders understand the work, accomplishments, effectiveness, and value of the Program and the work of Cotton Incorporated. The Program Information Department also provides relevant industry information to the members of the Cotton Board to inform their work.

Our goal is to ensure stakeholders understand what the Program is doing and why it matters to them. The VP builds and leads a capable, cohesive team; develops strong working relationships with Cotton Incorporated; brings stakeholder perspectives back to Cotton Board leadership; and uses evidence of effectiveness to improve the department's work.

Primary Responsibilities:
The Vice President will--

- Lead, develop, and oversee the Cotton Board Program Information team, and provide strategic planning and input to the CEO.
- Develop and carry out a communications strategy, aligned with the Cotton Board's Five-Year Strategic Plan, Cotton Incorporated's Annual Plan, and a communications strategic framework, that shares Program information, activities, and results with stakeholders in clear, outcome-focused terms.
- Build collaborative, productive working relationships with Cotton Incorporated's marketing and communications teams and its research and technical personnel, and establish reliable, timely access to Program information.
- Gather stakeholder questions, concerns, and perceptions and share them with Cotton Board leadership to inform communications planning and the Board's oversight responsibilities.
- Establish practical measures of communications effectiveness and use them to improve priorities, methods, and resource allocation.

Categories

- Management
- Communications
- Industry Relations
- Administration

Management

- Lead, manage, and supervise the Program Information Department
- Coordinate with the Importer Relations Department and provide the Vice President of Importer Relations with communications support, materials, and staff support for specific projects.
- Develop and manage the Program Information Department's annual budget.
- Develop plans for and support the professional development of employees in the department
- Build a team culture of trust, open communication, and collaboration across office and field staff.
- Establish practices for sharing and retaining Program knowledge and stakeholder relationships so they do not depend on any single employee.

Communications

- Oversee the department's communications channels and products, which currently include Cotton Leader (the Cotton Board's monthly newsletter), the Cotton Board website and social media, Cotton & Coffee virtual sessions and podcasts, media relations, radio spots, and printed and visual materials.
- Adhere to USDA Guidelines and ensure appropriate approvals are obtained on communications plans, messages, and articles.
- Oversee the corporate identity and branding of all Cotton Board materials.
- Work with the media and agricultural publications to share Program accomplishments and news of Cotton Incorporated's research and promotion activities.
- Provide talking points and materials to guide staff messaging.
- Coordinate with cotton industry organizations to amplify key messages

Industry Relations

- Advance understanding and support of the Program and Cotton Incorporated among producers, importers, and related industries through outreach, program participation, and other activities.
- Represent the Cotton Board and deliver presentations on the Cotton Board, Cotton Incorporated, and the Program at meetings, conferences, and other events.
- Work cooperatively with agri-businesses to increase the visibility of R&P accomplishments.
- Oversee the sponsorship program supporting Producer Tours, Cotton Board and Cotton Incorporated meetings, the Annual Cotton Industry Calendar, and other priority projects as determined by the CEO.

Administration

- Review, approve, and submit invoices.
- Review, negotiate, and approve contracts within delegated authority.
- Contribute to planning and program development for Cotton Board meetings and other projects and activities.
- Support Cotton Board Standing / Program Committees as assigned.

Reporting Structure:
Reports to CEO

Direct Reports: Stakeholder Communications field staff, headquarters-based communications manager, plus additional persons as approved

Job Level:
Senior Management

Educational/Experience Required:
- Four-year degree required, communications, public relations, or a related field preferred. Advanced degree preferred.
- Ten years of experience in public relations (or similar field) required.
- Proven communication, public speaking, presentation, and writing skills required.
- Seasoned manager with a demonstrated record of building and developing effective teams.

Environment:
- This position is in Memphis, TN
- Considerable travel

Additional Requirements:
Experience in the agricultural industry is preferred
Familiarity with AI tools for content development and communications workflows.
Experience with audience research, communications measurement, or digital analytics is preferred.
Ability to translate technical and scientific information into plain language.

Cotton Board Benefits:
- Health Insurance
- Dental Insurance
- Vision Insurance
- Health Reimbursement Account
- Employee Assistance Plan
- Group Life Insurance
- Long-term Disability Insurance
- Short-term Disability Insurance
- Paid vacation, sick and personal leave
- 401K
- Simplified Employee Pension Plan (SEP)

Please submit your cover letter and resume to jobs@cottonboard.org.