



## Job Description

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**Job Title: Communications Coordinator**

**Department: Farm Organization**

**Reports To: President, AFR/OFU Cooperative**    **FLSA Status:**

### **General Summary:**

Plans and conducts public relations program designed to create and maintain a favorable public image for AFR/OFU Cooperative.

### **Essential Duties and Responsibilities:**

- Plans and directs development and communication of information designed to keep the public informed of AFR/OFU Cooperative programs, policy issues, accomplishments, or point of view.
- Represents AFR/OFU Cooperative to the press and public by acting as chief corporate contact.
- Arranges for public relations campaigns to meet the needs, objectives, and policies of AFR/OFU Cooperative.
- Develops ideas and opportunities for feature articles, interviews, presentations, and other public relations activities that promote awareness of AFR/OFU Cooperative and its services.
- Researches, writes and edits information for news releases.
- Take photographs at AFR/OFU Cooperative meetings and events for promotional purposes.
- Coordinate, schedule, layout and design social media for AFR/OFU Cooperative.
- Write stories for AFR Today publication.
- Layout and design of AFR Today and other company publications.
- Layout and design of all AFR/OFU Cooperative promotional materials.
- Updates the web site on a weekly basis.
- Produce podcast for social media outlets, based on interest and experience.
- Performs other work-related duties as assigned.

### **Job Requirements:**

- Bachelor's degree, preferably in some field relating to communications and marketing.
- Two or more years of experience in writing, marketing and/or publishing preferred.
- Experience with desktop publishing procedures and software.
- Excellent written communication skills.
- Ability to work independently and use good time management to handle a variety of duties.
- Proficiency in Adobe Creative Suite software such as Adobe InDesign and Adobe Photoshop.
- Proficiency in Microsoft Word, Excel and PowerPoint. A working knowledge of agricultural policy.
- Ag background and experience preferred.



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### **Work Environment:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear. The employee is occasionally required to stand; walk and stoop, kneel, crouch, or crawl. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision. The noise level in the work environment is usually moderate.