JOB DESCRIPTION

COMMUNICATIONS MANAGER

Minnesota Farm Bureau Federation

FUNCTION: To assist the Executive Director and MFBF teams with the responsibilities listed below.

AUTHORITY: The Communications Manager will develop strategies for consistent and effective communication with employees, members and external stakeholders. In this role, you will drive collaboration between internal teams to build and develop strategy. The Communications Manager works to increase the awareness of the Minnesota Farm Bureau through various mediums, develops promotional materials, coordinates communication and development of materials for the organization.

REPORTABILITY: Communication Manager will report to the Executive Director.

RESPONSIBILITIES:

• Develop strategies for consistent and effective communication with employees, members and external stakeholders.
• Drive collaboration between internal teams to build and develop strategy.
• Independently handle complex issues with minimal supervision, while escalating the most complex issues to appropriate staff.
• Serve as the coordinator of all internal and external communications.
• Work with media to coordinate media interviews for the organization.
• Monitor media, as it relates to agriculture and the Farm Bureau brand, then work with the Executive Director to determine a plan of action if necessary.
• Develop and implement effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction.
• Strengthen the Farm Bureau brand.
• Assist county Farm Bureaus and other staff with special communication projects that will enhance their local programs.
• Develop and prepare Key Performance Indicator reporting and detailed media activity reports.
• Create informative and interesting press releases, press kits, newsletters, and related marketing materials.
• Work with different departments to generate new ideas and strategies.
• Supervise projects to guarantee all content is publication-ready.
• Create communication and marketing strategies for events and promotions.
• Manage social media efforts and website of the organization.
• Plan and manage the design, content, and production of all marketing materials.
• Respond to communication-related issues in a timely manner.
• Develop materials to educate leaders on communication practices
• Coach and assist team members on improving communication skill
• Perform communications research and monitor the progress of various communications strategies

QUALIFICATIONS:
• Excellent written and oral communication skills.
• Ability to plan, organize, guide and motivate.
• Experience with social media and executing a communications plan.
• Bachelor’s degree in communications, marketing or relevant field.
• A minimum of 5 years of experience in a similar role.
• Ability to understand new issues quickly and make wise decisions.
• Ability to work under pressure, plan workload effectively.
• Working knowledge of agriculture.
• Work experience in agriculture or related field.

Duration: Permanent full-time position
Job Location: Minnesota Farm Bureau Federation, Eagan, MN
Compensation: Salary based on experience and job qualifications
To Apply: Submit resume and cover letter to Karin Schaefer at Karin.Schaefer@fbmn.org

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