

POSITION DESCRIPTION

Position: Communications Coordinator
Organization: National Farmers Union, Washington, D.C.
Reports To: Communications Director
Date: September 2016

OVERVIEW

The Communications Coordinator assists the Communications Director in the development and implementation of all Communications Department strategic communications and marketing activities. The Communications Coordinator will be responsible for creating and distributing a wide variety of written and visual elements including publications, digital media content, news releases, talking points, charts, and presentations. He or she will work with the Communications Director to target key audiences and expand the reach of NFU's external communications.

PRINCIPAL DUTIES

- Create and distribute NFU publications, including daily News Clips, monthly Farmer's Share document, newsletters and annual NFU Policy Book.
- Create and manage content and outreach for NFU digital media platforms in consultation with the Communications Director.
- Maintain the NFU website, Action Center and blog, and coordinate content generation for these platforms with the government relations, education and membership departments.
- Assist with event planning and coverage, including serving as photographer, videographer and social media manager during NFU events.
- Assist with writing and distributing NFU releases, audio news releases, media pitches and op-eds.
- Maintain NFU talking points, charts and digital graphics databases.
- Maintain news releases, publication, and issue-focused distribution lists.
- Draft scripts and talking points for speaking engagements, briefings, power point presentations, etc.
- Develop written materials, graphics and partner/state division toolkits for NFU strategic communications and marketing plans.
- Assist with internal member communications.

NOTE: The duties listed are not intended to be all-inclusive. Duties assigned to any individual employee are at the discretion of management.

EXPERIENCE/QUALIFICATIONS

Job requires a bachelor's degree or relevant work or internship experience in public relations, strategic communications, or closely related activities. Candidates must possess strong written and verbal communications skills, and attention to detail. Previous experience with social media

management, Adobe Creative Suite, and WordPress is preferred. A background in agriculture is a plus.

COMPENSATION

Salary is \$40,000 - \$50,000, depending on education and experience. Benefit package includes paid health, dental and vision insurances, paid vacation and holidays, and a generous 401k retirement plan.

APPLICATION INSTRUCTIONS

Please email cover letter, resume, and a writing and/or graphic design sample to nationalfarmersunion@gmail.com with "Communications Coordinator" in the subject line.

CLOSING DATE

October 21, 2016