



UNITED TO GROW FAMILY AGRICULTURE

Position: Director of Communications
FLSA: Exempt
Status: Full-Time
Location: Washington, D.C.
Date: June 2024

Applications are due by July 31, 2024, or until the position is filled.

OVERVIEW

The Director of Communications is responsible for establishing and executing an organizational strategy to promote National Farmers Union's mission, vision, and brand, and to enhance organizational messaging for key policy positions. The Director shall direct and measure the strategic success of the overall communications plan and contribute to broader goals including the efficacy of the organization's advocacy and membership departments. The Director shall oversee all facets of the organization's communications infrastructure, including but not limited to media relations, event promotion and oversight, social media, traditional media, and website content. The Director shall also be responsible for coordinating with state and regional Farmers Union divisions to amplify national campaigns at the grassroots level. The Director supervises the communications coordinator (or equivalent) positions.

PRINCIPAL ACCOUNTABILITIES

- Develop and execute a strategic plan designed to grow national awareness of the Farmers Union brand.
- Measure, monitor and report on the success of the communications strategic plan to the NFU President, senior staff, and NFU Board of Directors as appropriate.
- Coordinate organizational communications and marketing resources to maximize impact on messaging.
- Integrate and support NFU Membership, Education, and Government Relations department objectives into the Communications Department operations.
- Develop and implement proactive media strategies to maximize reach and target appropriate audiences for NFU communications.
- Establish and foster organizational working relationships with key members of the media, including journalists, editors, broadcasters, legislative offices, governmental agencies, and partner organizations.
- Lead the publication of NFU news releases, op-eds, blog posts, fact sheets, and digital content.
- Coordinate with other state Farmers Union staff and incorporate state/regional communication outlets into NFU's communications strategic plan.
- Field media calls and serve as spokesperson for the organization as appropriate.
- Ensure that all opportunities for media appearances by NFU leadership are fully vetted and capitalized.

- Organize news events, in-person or virtually, in Washington, D.C. and across the country in conjunction with Farmers Union activities.
- Participate in planning all communications aspects of NFU convention, fly-ins, and other major organizational events.
- Guide the management of NFU social media accounts to strategically support the organization’s mission, vision, brand, and policy goals.
- Oversee the maintenance of the NFU website and ensure that it reflects current activities, information, and organizational priorities.

The duties listed are not all-inclusive; duties assigned to any individual employee are at the discretion of management.

SKILLS, KNOWLEDGE, AND ABILITIES REQUIRED

- Excellent written and verbal communication skills
- Excellent organizational, planning, prioritization, and collaboration skills
- Proven success in designing, implementing, and managing high-profile public relations campaigns
- Outstanding attention to detail, knowledge retention, and ability to quickly learn new subject matter
- Strong time management skills for handling projects and assignments with competing priorities, deadlines, and demands
- Ability to work effectively with contacts in the media and across the organization
- Strong social media skills and ability to effectively use different tones on a variety of platforms and settings
- Proficiency in Microsoft Office and online publishing tools; proficiencies in website management and Adobe Creative Suite are preferred

EXPERIENCE/QUALIFICATIONS

The position requires a bachelor’s degree in communications, public relations, or a related field and a minimum of five years related work experience. Preferred consideration will be provided to candidates with a master’s degree in communications and/or experience in agriculture (or related fields) organizations and trade associations.

COMPENSATION & BENEFITS

Salary is negotiable depending on qualifications and experience. NFU’s benefit package includes paid health, dental and vision insurances, paid vacation and holidays, and a generous 401k retirement plan. NFU observes all federal holidays and currently provides employees the ability to work a hybrid, in-office/remote schedule.

APPLICATION INSTRUCTIONS

Interested applicants should please email a cover letter, resume, and a previous writing sample to employment@nfudc.org with the subject line “Director of Communications” by July 31, 2024.