

To Apply: Please email resume` to Communications and Public Relations Coordinator, Jon Kalahar at jkalahar@msfb.org

MISSISSIPPI FARM BUREAU® FEDERATION

JOB DESCRIPTION

TITLE: Communications Specialist/Writer

DEPARTMENT: Communications/Public Relations

POSITION OBJECTIVE: Manage MFBF's print media, publications, and other written communications. Produce creative print content. Execute print media strategies and tactics for specific audiences. Produce outcome measurement reports with an emphasis on engagement and strategic impact.

REPORTS TO: Communications and Public Relations Coordinator

DUTIES and RESPONSIBILITIES:

- Manage MFBF's printed communication in a timely and strategic manner.
- Collaborate with Communications and Public Relations Coordinator to implement MFBF's strategic print media plan with a focus on policy issues for external audiences, such as media, general public, and coalition partners.
- Amplify existing content and produce or collaborate on the production of original creative print media content (brochures, flyers, advertisements, etc.) that is aligned with MFBF's policy goals and organizational initiatives.
- In collaboration with Communications and Public Relations Coordinator, share print media content and produce additional content specifically for use by key internal audiences, work groups, and committees.
- Compile and report information measuring the overall impact and level of social media engagement using monitoring tools; produce monthly and quarterly reports.
- Contribute strategic print media input and produce content for initiatives as requested.
- Prepare speeches for leadership and staff.
- Prepare editorials and other written communications for MFBF leadership and staff.
- Be a member of the MFBF proofing committee.
- Assist with other written and multi-media content production as assigned.
- Assist with content management of MFBF website.
- Coordinate with the publishing company of *MS Farm Country* magazine to insure inclusion of in-house generated content and adherence to MFBF policy and direction.

- Coordinate monthly meetings and interact with an advisory group comprised of selected MFBF staff assigned to carry out print media functions.
- Collaborate with the MFBF Social Media Specialist to produce content for social media platforms.
- Other duties as assigned.

RELATIONSHIPS:

Interact with MFBF and county Farm Bureau staff, leaders, and members as appropriate. Collaborate with staff from allied groups, government agencies, and media who carry out print media function.

EDUCATION OR TRAINING REQUIRED:

- Bachelor's degree or higher in communication or related field

EXPERIENCE AND SKILLS REQUIRED:

- Experience with a focus on print media engagement
- Knowledge and experience in the production of content for print media platforms
- Strong track record of working as part of a team focused on policy issues and advocacy
- Proven writing experience for print, broadcast, or social media platforms

PREFERRED EDUCATION/EXPERIENCE/TRAINING/SKILLS:

- Experience with written storytelling
- Knowledge of agriculture issues
- Graphic design

OTHER REQUIREMENTS:

- Frequent travel including overnight
- Valid Mississippi driver's license
- Ability to lift 50 pounds.
- Live in the Jackson, Mississippi metropolitan area