



Director of Communications Job Description

About Farm Foundation:

Farm Foundation is an agricultural policy institute cultivating dynamic non-partisan collaboration to meet society's needs for food, fiber, feed and energy. Since 1933, the Farm Foundation has connected leaders in farming, business, academia, organizations and government through proactive, rigorous debate and objective issue analysis.

Our goal is to catalyze robust debate to ensure informed policy decisions. The food and agriculture sectors are in the midst of sweeping changes generated by shifts in structure, global and financial markets, reliance on emerging technologies and innovations, growing responsibility to address major environmental changes, the direct involvement of government and consumers, challenges in the ability to access labor and reliance on an inadequate infrastructure. In a tradition that began more than eight decades ago, Farm Foundation helps public and private leaders navigate the challenges and opportunities of such changes.

Job Summary:

The Farm Foundation Director of Communications is charged with ensuring the successful development, implementation and day-to-day management of communications programs on behalf of the Foundation. The position works collaboratively with policy, fundraising, events and operations staff to advance and amplify the Foundation's key initiatives and assure consistent, quality engagement with stakeholders.

Farm Foundation offers a competitive compensation and benefits package, including commensurate salary and annual bonus; paid time off (PTO); and health benefit and retirement plans.

The position is based in the greater Chicago area. Relocation assistance will be provided for the successful candidate.

Job Responsibilities:

- Develop effective, comprehensive public relations programs and plans that are well organized and well written, with detailed budgets that are appropriate to the Foundation's needs and reasonable with regard to resource utilization.
- Develop and implement a long-term communication and marketing plan, based on the goals and objectives defined in the Farm Foundation's Strategic Plan.
- Develop communications materials on complex agriculture policy issues (e.g., news releases, backgrounders, fact sheets, bios, newsletters, op-ed columns, white papers, presentations, speeches, collateral materials, etc.).
- Ensure efficient execution of communications plans and tactics.
- Develop and cultivate relationships with internal and external audiences.

- Manage internal teams supporting communications functions as well as external PR agency partners.
- Serve as the content manager for the Foundation's social media platforms (Facebook, Twitter, YouTube), including content development, regular monitoring, updates and reporting, as part of a strong, effective, long-term social engagement strategy.
- Maintain and increase the organization's website engagement through regular content updates, implementing SEO and SEM practices and monitoring site analytics.
- Vet and navigate media inquiries and interviews with Farm Foundation leaders.
- Cultivate relationships with members of the media to proactively position Farm Foundation as a thought leader on issues related to agriculture.
- Craft and place appropriate stories by and about the Farm Foundation in political, trade and mainstream media as needed.
- Oversee relationships with external vendors including printers, web developers and designers.
- Develop new and innovative ways to communicate the work of Farm Foundation to key stakeholders.

Minimum Qualifications:

- 7-10+ years of previous relatable work experience. Farm background or agriculture policy experience preferred.
- Bachelor's degree and/or previous work experience in public relations, communications, journalism, marketing or relatable field strongly preferred.
- Strong written and verbal communications skills and ability to manage multiple projects under tight deadlines.
- Proficient in using digital/social and media monitoring and management tools, like WordPress.
- Experience using website content management system and Google Analytics.
- Experience pitching media and working with influencers.
- Previous graphic design experience or experience with Adobe Suite welcomed, but not required.
- Ability to manage budget and communications expenses.
- Some travel required (roughly 20 percent of time).
- Strong computer skills, including MS Office (Word, Excel, PowerPoint).
- Intellectual curiosity and sense of humor.

How to Apply:

If you would like to join a fun and rewarding team environment, please send a cover letter, your résumé and writing samples to Welcome@farmfoundation.org. Applications will be reviewed beginning June 1, 2019.