



## **Practical Farmers of Iowa is hiring a Communications Director**

Practical Farmers of Iowa is seeking a diligent, respectful and passionate person to join our staff as communications director. This is a new position, added to bring Practical Farmers' communications to a higher capacity as the organization grows. Practical Farmers offers a flexible, fast-paced work environment with opportunities for independent initiative and professional development.

Practical Farmers of Iowa's mission is: equipping farmers to build resilient farms and communities. Farmers lead the exchange of experience and knowledge at Practical Farmers; we secure extensive media featuring a broad spectrum of farmers to highlight innovations aimed at transforming agriculture in Iowa and beyond. Practical Farmers holds 175 events annually, and features more than 600 members in news releases, blog posts, social media, a quarterly newsletter, a weekly email newsletter, research reports, external publications, on Practical Farmers' website and more. The communications director will be responsible for increasing the visibility of Practical Farmers of Iowa and broadening the reach of our extensive content via various media platforms, including videos and podcasts.

This person will oversee and align the work of communications staff, including an outreach and publications coordinator, research and media coordinator, multimedia assistant and communications interns. This position reports to the executive director and serves as a member of the leadership team.

### **Duties:**

- Create and implement comprehensive external communications and outreach plans that build our community, elevate farmers' voices and increase visibility. Create and oversee an editorial calendar to better integrate and improve our overall strategy for creating and disseminating communications
- Oversee and edit Practical Farmers communications, including print and online content
- Create and implement an advertising strategy based on short- and long-term organizational goals
- Streamline and lead processes to promote PFI events and and distribute PFI content
- Lead on developing and implementing Practical Farmers' brand
- Seek funding to carry out special outreach projects and expand communications efforts
- Oversee improvements to PFI email discussion lists and other member communications platforms
- Create a method to ensure archived media, including our extensive photo collection, is organized in a functional and efficient manner
- Liaise with professional graphic designers to create quality outreach materials
- Design documents as needed
- Measure the reach and impact of PFI's communications
- Other duties as assigned

### **Qualifications and Characteristics:**

- At least five years of professional communications experience
- Bachelor's degree or equivalent in communications-related field, preferably with strong journalistic background or experience and familiarity with AP style
- Demonstrated skills, knowledge and experience in the design and execution of marketing and communications
- Strong creative, strategic, analytical and organizational skills
- Experience in hiring, training, developing and supervising employees
- Demonstrated successful experience writing press releases and working with media
- Experience overseeing the design and production of print materials and publications
- Computer literacy in Microsoft Office and Adobe Creative Suite, especially InDesign
- Commitment to working with shared leadership and in cross-functional teams
- Strong oral and written communications skills
- Ability to manage multiple projects at a time while meeting and enforcing deadlines
- Ability to work independently

This is a full-time position based in our Ames office. This position requires travel (mostly in Iowa), a valid driver's license, the ability to lift 50 pounds and the ability to walk long distances. The position reports to Executive Director Sally Worley. Practical Farmers is a family-friendly employer.

The position includes full health care benefits, a flex plan, short- and long-term disability, life insurance, and generous paid time off. Employer contribution to a 401k retirement plan is offered after one year of employment. Salary based on experience and qualifications.

Apply by sending cover letter, resume and references to Executive Director Sally Worley at [sally@practicalfarmers.org](mailto:sally@practicalfarmers.org) **by February 28, 2018.**