

Application Process

For more information or to apply, submit cover letter and resume to:
Human Resources Department
Indiana Soybean Alliance
8425 Keystone Crossing, Suite 200
Indianapolis, IN 46240
Email: hr@indianasoybean.com

*Indiana Soybean Alliance
Indiana Corn Marketing Council
Indiana Corn Growers Association*

POSITION DESCRIPTION

POSITION TITLE: Senior Director of Marketing & Communications

DEPARTMENT: Marketing & Communications

REPORTS TO: CEO

FLSA STATUS: Exempt

POSITION PURPOSE

This position is responsible for assisting with the planning and implementation of the marketing, communications, media relations and public policy programs for the organizations. This includes implementation of objectives and tactics of the Indiana Soybean Alliance, Indiana Corn Marketing Council and Indiana Corn Growers strategic plan in line with the approved budget.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

To be successful in this role, an individual must be able to perform in a satisfactory manner the functions listed below. The company will make reasonable accommodations to enable individuals with disabilities to perform these functions.

Media Relations

- Develops and implements policies and procedures for the relations between the media and the organizations.
- May serve as the organizations' spokesperson.
- Compose and edit press releases, company literature, and articles for internal and external use.
- Develop strong working relationships with targeted food, fuel and agriculture media, and key non-ag general media outlets who report on food, fuel and agriculture issues.
- Preparation of organization statements, background papers, talking points and correspondence to support staff and board on key issues.
- Experience in crisis management communications for organizations.
- Prepares summaries of media activity for senior management.
- Experience in using social media as vehicle as a media outlet.

Organization Communications & Marketing

- Work to maintain majority support from farmers who pay checkoff for the checkoff.
- Manage production and content of membership magazine quarterly.
- Manage the advertising promotion of the quarterly magazine.
- Oversees organization's communication & marketing for all program areas.
- Oversees the organizations' websites and social media programs.
- Manages board committees with oversight for Marketing & Communications and Public Policy.
- Develop internal communications to the board committees and organizations' boards.
- Responsible for historical filing of projects, publications and photo.
- Serve as backup in the event the program director is unable to complete an assignment or given task.

Stakeholder Engagement

- Ability to build alliances and effective communications with various agriculture and organizational stakeholders.
- Participate in stakeholder engagement events to establish and maintain relationships with key industry contacts.

Public Policy Management

- Provide oversight to the Public Affairs Director for the development and implementation of the organizations' public policy positions.
- Ensure an active grassroots public policy process is implemented with association farmer members.
- Oversee compliance and administration of an effective lobbying program for organizations.
- Develop an effective fundraising to support organizations non-checkoff and lobbying programs.

Department Strategic Planning & Administration Oversight

- Meet established strategic plan metrics through the development and implementation of tactics for the marketing, communications and public policy program areas.
- Development and management of department budgets.
- Responsible for oversight of departments compliance, contracts, and financial accounting.
- Responsible for acquiring resources and coordinating the efforts of all team members and third-party contractors.
- Manage advertising and marketing agency relationships to meet organizational objectives.
- Works to expand understanding of the organization's business, performance, and strategy.
- Perform other duties and responsibilities as requested.

OTHER FUNCTIONS

- As directed.

SUPERVISORY RESPONSIBILITIES

- Directly supervises Education and Training Director, Public Affairs & Industry Relations Director, Marketing Manager, Public Affairs Manager, Membership Manager, Communications Manager and other contractor relationships as needed.
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EDUCATION AND/OR EXPERIENCE

To perform this job successfully, an individual should have an equivalent of the following education and/or experience.

- Bachelor's degree or higher in a relevant discipline.
- Ten or more years of experience and/or working knowledge related to duties and responsibilities.

KNOWLEDGE, SKILLS, AND ABILITIES

The requirements listed below are representative of the knowledge, skills and/or abilities required to perform each essential duty satisfactorily. The company will make reasonable accommodations to enable individuals with disabilities to perform these functions.

- Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks.
- Leads and directs the work of others. A wide degree of creativity and latitude is expected.

KNOWLEDGE, SKILLS, AND ABILITIES (continued)

- Knowledge of soybean and corn checkoff programs.
- Understanding of agricultural industry, issues and leadership.
- Strong verbal and written communication skills with an ability to produce effective communications materials.
- Ability to converse with diverse audiences regarding organizational and industry issues.
- Build and maintain strong relations with news media and industry communications personnel.
- Proven ability at consensus building and trust/credibility maintenance.
- Strong analytical, interpretive, evaluative and constructive thinking skills.
- Strong project management skills and ability to effectively manage multiple projects and escalating priorities.
- Professional demeanor with the ability to display good judgment and diplomacy in dealing with target audiences, farmers, and co-workers at all times.
- Advanced computer skills (Microsoft Word, PowerPoint, and Excel). Aptitude for learning new applications as needed.
- Knowledge of web development and social media applications.

WORK ENVIRONMENT/PHYSICAL DEMANDS

The environment and physical demands described here are representative of those an individual must meet to successfully perform the essential functions of this job. The company will make reasonable accommodations to enable individuals with disabilities to perform these functions.

- Ability to work in a fast-paced, deadline-oriented office environment.
- This position requires considerable concentration and creativity. It is subject to stress caused by a changing environment and tight deadlines
- Non-exempt position with a minimum of 40 hours per week required.
- Overnight, out-of-state travel and international travel may be required, sometimes on short notice.
- Travel and other work-related assignments may occasionally include evenings and weekends.
- Must be able to sit for long periods of time, stand, crouch, stoop, reach and move up and down stairs.
- May need to lift up to 25 lbs.