



Title: Director of Communications	Date Reviewed: 5/30/17
Incumbent: Open	
Supervisor & Title: Vice President, Membership & Public Relations	
Date in Position:	

Position Summary:

Responsible for AFIA and IFEEDER's media relations efforts with both ag and non-ag media as well as drafting and editing the association's and foundation's strategic, media and member communications.

Position Responsibilities:

- Serves as the primary contact for print and electronic journalists. Develops, maintains and strengthens relationships with industry and public news media to create opportunities for keeping the association's message before the constituencies by creating media pitches and other key methods.
- Manages the preparation, including writing, editing and distribution of all broadcast emails, including new releases, issue advisories, FSMA updates and action advisories.
- Manages AFIA's crisis communications plan.
- Manages AFIA's semi-annual printed magazine, Journal, including writing and editing and article coordination.
- Oversees the production of AFIA's bi-weekly e-newsletter FeedGram.
- Manages AFIA's semi-annual Sustainability Update newsletter, including writing and editing and article coordination.
- Serves as back-up writer and distributor of the publication and various event communications.
- Manages AFIA's media and style guides.
- Designs, executes and maintains organization's strategic communications outreach that boost AFIA's policy, campaign and branding efforts in a timely and effective manner.
- Serves as the secondary lead for all social media communications, including, but not limited to, Twitter, Facebook, LinkedIn, YouTube and Wikipedia.
- Serves as primary editor for all association communications.
- Primary contact for the Communications Member Interest Group and assists with the Marketing and Sustainability committees.
- Oversees AFIA video production efforts; including but not limited to: script writing, voiceovers, outsourcing of contractors, production, editing, dissemination.
- Assists with IFEEDER donor stewardship plan including newsletters, annual report and other items as needed.
- Serves as back up for website updates/maintenance, to include writing, editing and posting content.

- Conducts regular team meetings with direct report(s) and quarterly and/or annual reviews.
- Responds to member requests in a timely fashion.
- Other tasks as assigned.

Knowledge and Experience:

- Bachelor's degree or equivalent experience a five years professional experience desired.
- Proficient in Microsoft Office Suite programs including Word, Outlook, PowerPoint and Excel.
- Experience working with various social media tools such as Facebook, Twitter, LinkedIn, Wiki, blogging and others.
- Working knowledge of HTML and online marketing programs such as ConstantContact.
- Proven verbal and written communications skills.
- Excellent organizational and planning ability.
- Ability to maintain a positive working relationship with colleagues and members.
- Self-motivated and capable of multi-tasking with minimal supervision.
- Detail-oriented.
- Superior customer service ethic.

Support Resources Available:

- AFIA staff and membership
- Communications Coordinator
- Graphic and Web Design Coordinator
- Allied associations and related resource groups