



Position: Communications Coordinator
Reports to: Senior Director of Communications
FLSA: Exempt
Status: Full-Time
Location: Washington, D.C.

POSITION SUMMARY

The Communications Coordinator assists the Senior Director of Communications with the development and implementation of all strategic communications and marketing activities for National Farmers Union. This position is responsible for creating, distributing, and maintaining a wide variety of written and visual elements, including print publications, digital media content, websites, news releases, videos, talking points, charts, and presentations.

PRIMARY RESPONSIBILITIES

- Collaborate with the Senior Director of Communications to create, edit and distribute National Farmers Union (NFU) publications.
- Create and manage content for NFU digital media platforms, including infographics, charts, videos, memes, graphics, and other assets for NFU digital media platforms in consultation with the Senior Director of Communication and with collaboration from NFU government relations, education, and membership teams.
- Ensure deliverables are produced on time and within appropriate approval processes.
- Manage the NFU network of websites, including NFU.org, state Farmers Union websites, and campaign websites. May be required to develop new webpages as needed.
- Develop written materials, graphics, and campaign toolkits in collaboration with state Farmers Union divisions and partners.
- Assist with writing and distributing NFU releases, audio news releases, media pitches, and opinion editorials, and positively represent the organization with the media. Maintain NFU distribution lists for news releases and publications.
- Write scripts and talking points for interviews, presentations, and other events.
- Assist with event preparation, promotion, and coverage. This may include serving as the photographer, videographer and/or social media manager for NFU events.
- Continuously look for ways to improve the overall quality of design work and boost engagement rates across digital platforms.
- Support and assist with projects and strategic initiatives as needed as assigned by the Senior Director of Communications.

SKILLS, KNOWLEDGE, AND ABILITIES REQUIRED

- Exceptional verbal, listening, and written communication skills.
- Excellent organizational, prioritization, and collaboration skills, with ability to effectively manage projects and tasks with competing deadlines and priorities.
- Ability to work effectively in a fast-paced, team environment and with all levels across the organization.
- Strong attention to detail and knowledge retention, with curiosity and the ability to quickly learn new subject matter.
- Professional presentation and demeanor to positively represent the organization.
- Experience with Adobe Creative Suite, photography, videography, and/or website management using WordPress is highly preferred. Expertise need not be all-encompassing for these skills.
- Strong knowledge and experience effectively managing social media, with the ability to effectively use different tones on a variety of platforms.

EDUCATION AND EXPERIENCE

The position requires a bachelor's degree in communications, public relations, or a related field, with a minimum of one to three years of relevant work experience. Preferred consideration will be provided to candidates with prior experience working in agriculture, food policy, or grassroots membership organizations.

WORKING CONDITIONS AND/OR PHYSICAL REQUIREMENTS

This position routinely uses standard office equipment such as computers, laptops, and smartphones. The physical demands described below are representative of those that must be met by an employee to successfully perform the essential functions of the job:

- Prolonged periods of time using a computer.
- Ability to maintain concentration and work performance with frequent disruptions.
- Ability to lift up to 30 pounds of office supplies or materials.
- Ability to travel at various times throughout the year.
- While performing this job the employee is occasionally required to stand, walk, sit, use hands and fingers, handle or feel objects, tools, or controls; reach with hands and arms; stoop, kneel, crouch, talk or hear.
- Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of all duties, responsibilities, or physical requirements. Nothing in this job description restricts management's rights to assign or reassign duties and responsibilities to this job at any time. A reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

COMPENSATION

The annual salary range for this position is negotiable and commensurate with education and experience. The benefits package includes paid health, dental, and vision insurances; paid vacation and holidays; and a generous 401k retirement plan.

APPLICATION INSTRUCTIONS

Applications must include a cover letter and resume and should be sent to employment@nfudc.org with "Communications Coordinator" in the subject line.

CLOSING DATE

May 27, 2022