

Practical Farmers of Iowa is Hiring a Communications Manager

Practical Farmers of Iowa is seeking a diligent, respectful and passionate person to serve as a communications manager for the communications and marketing team. For 35 years, Practical Farmers has worked to equip farmers to build resilient farms and communities.

This work has always been rooted in our value of welcoming everyone – but we recognize that there is a long history in Iowa and the U.S. of unequal access to the vocation of farming and other opportunities for people of color. At Practical Farmers, we are committed to working towards racial equity in Iowa's food and farming system, and to ensuring that our policies and practices create an equitable and inclusive workplace.

The communications and marketing team expands Practical Farmers' reach and impact and drives the food and farming narrative by promoting PFI programs and activities and educating farmers and communities. Our work seeks to share our members' knowledge and experience; help members stay connected and informed; and provide farmers and friends of farmers with opportunities and training to tell their stories across a wide array of internal and external events and media channels.

Because of the importance of storytelling and communication to our organization, the communications team manages an impressive portfolio that includes:

- Six major print publications (our annual report, field day guide, annual on-farm research report, a 40-page quarterly magazine and an annual conference brochure and program book), along with an array of other digital and print publications
- Content for videos, podcasts, email newsletters and blog posts
- Multiple social media channels
- Graphic design and visual branding services for a range of PFI outreach materials, including research reports, presentations, brochures, fundraising letters, PFI-branded clothing and accessories and other outreach
- An extensive photo and video archive, graphic design assets and in-house style guide
- Robust media relations and farmer outreach work that includes communicating with members of the news media and connecting members to opportunities to share their knowledge and expertise
- Other marketing material designed to raise awareness of PFI's programs and successes with the public and funders

The communications manager will support that team by 1) managing day-to-day operations of the communications and marketing department duties to ensure timely, impactful work; 2) managing the production and distribution of a diverse portfolio of digital and print publications through a variety of channels; 3) supervising communications and marketing staff and contractors to ensure the team is successful at achieving its robust goals; 4) measuring the impact of our work and reporting

regularly to key internal and external stakeholders; and 5) writing and editing for print and digital publications.

Practical Farmers offers a flexible, fast-paced work environment with opportunities for independent initiative and professional development.

Duties

- **Oversee day-to-day operations of communications and marketing team (35% of duties)**
 - Lead weekly communications and marketing team meetings
 - Identify training and professional development opportunities
 - Track team member performance, provide feedback, resolve issues and manage team changes to optimize performance
 - Manage, track and review team schedule, work and grant deliverables and budget
 - Filter and route internal and external media and communications requests
- **Manage digital and print publications (30% of duties)**
 - Gather and synthesize input from internal and external stakeholders
 - Create publication schedules and assign roles and responsibilities
 - Lead brainstorming, editorial, kickoff, progress and retrospective meetings
 - Track, review and report on publication and project progress, and ensure deadlines and desired outcomes are met
 - Manage digital assets and information systems for communications and marketing team
- **Manage full-time and part-time staff and contractors working for the communications and marketing team (20% of duties)**
 - Supervise three full-time staff members, including the editor and publications coordinator, graphic design and photography coordinator and digital media coordinator
 - Supervise part-time staff and interns as needed
 - Manage relationships and deliverables with independent contractors working on communications and marketing-related projects
- **Gather and use data to measure and report impact of communications and marketing work across various channels and publications to internal and external stakeholders (10% of duties)**
 - Monitor and report on impact of team's work on media landscape using media monitoring software

- Develop and maintain performance indication dashboards for easy reporting and decision-making
- Develop and execute strategies for incorporating results into future work for continuous improvement
- **Write and edit content for digital and print publications (5% of duties)**
 - Participate in communications internal review process as late-stage editor of major digital and print publications
 - As needed, draft content for publications and outreach

Qualifications and Characteristics

- Bachelor's degree or equivalent experience that demonstrates strong writing and critical thinking skills required; master's degree in nonprofit, business or public administration or communication and marketing-related field preferred
- Three years of work experience in an office setting required; two years of management (including supervision) experience preferred
- Ability to manage multiple concurrent projects in a fast-paced team environment
- Ability to anticipate bottlenecks and workflow issues and take preventive action
- Ability to meet deadlines
- Ability to listen and understand people's needs and concerns
- Ability to prioritize work and time based on desired outcomes
- Meticulous attention to detail and high organizational ability
- Demonstrated knowledge of communications and public relations best practices, or demonstrated ability to learn quickly in a fast-paced work environment
- Demonstrated knowledge of Midwest agriculture, environmental issues and rural culture preferred
- Excellent meeting facilitation skills
- Excellent interpersonal communication skills
- Excellent writing and editing skills
- Experience with Microsoft Word and Excel required
- Experience conceptualizing and using dashboards or other data visualization tools preferred
- Experience with print and digital publications management preferred
- Experience with media monitoring software preferred
- Experience in budgeting and budget management preferred
- Patient, flexible and adaptable
- Analytical, and data- and process-oriented
- Ability to persuade and lead a team



- Ability to work independently and within a team
- Motivated and a self-starter

This is a full-time position based in our Ames, Iowa, office. Annual salary range is \$49,000-\$60,000 based on experience and qualifications.

The position reports to Nick Ohde, communications and marketing director. 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.

Please apply by completing an application form (including contact information, cover letter, resume and references) on PFI's employment page at <https://practicalfarmers.org/employment> by **Friday, June 25, 2021**. You will hear back about next steps in the hiring process by one week after the application deadline. The start date for the position is flexible, but anticipated to start Sept. 1, 2021.