



Practical Farmers of Iowa is Hiring a Content Assistant

Practical Farmers of Iowa is seeking a motivated, diligent and respectful person with a passion for building community and creating positive change to serve as a part-time (30 hours per week) content assistant on our communications and marketing team.

In this role, the content assistant will use social media, e-newsletters and PFI's website to build and engage with the Practical Farmers network on a daily basis. An integral part of the communications and marketing department, this person will join a hard-working, curious and adaptable team whose goal is to expand Practical Farmers' reach and drive the food and farming narrative.

This is a twelve-week, temporary, entry-level position, similar to a summer internship with potential for continuation into a permanent position. New and recent college graduates are encouraged to apply.

About Practical Farmers

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 and creating a culture of mutual respect. We believe that a diversity of people, ideas and perspectives strengthens our ability to find creative solutions, enriches our understanding and broadens our impact.

At Practical Farmers, we celebrate this diversity and are committed to ensuring that our policies and practices create an equitable and inclusive workplace. We take equal opportunity seriously, and seek to empower and support all applicants and teammates.

About the Communications and Marketing Department

Communications and marketing at PFI is dynamic, purposeful and ambitious. Our work has several key aims: to expand Practical Farmers' reach and impact; share our members' knowledge and experience; promote PFI programs and activities; and drive the food and farming narrative about resilient agricultural systems.

Storytelling is central to how we accomplish these goals. Our team brings the stories of PFI's members to life and shares them with a wide audience. We also ensure that our members are featured extensively in the media so that many viewpoints are driving the agriculture narrative. To do this, we provide farmers and friends of farmers with a wide range of opportunities to tell their stories – and the training to do so effectively.

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

- Six major print publications (annual report, field day guide, on-farm research report, a 40-page quarterly magazine and an annual conference brochure and program), 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

About the Position

The content assistant will support that team by 1) creating and publishing content to social media channels; 2) creating and publishing content to e-newsletters; 3) updating our website; and 4) supporting the communications and marketing team with additional projects.

Practical Farmers offers a flexible, fast-paced work environment with opportunities for independent initiative and professional development. As an integral member of the communications and marketing team, this position will participate in all staff gatherings, including social and other team-building activities.

Duties

- **Social media (30%):**
 - Create and publish a variety of content across PFI's social media channels (Twitter, Facebook, LinkedIn, Instagram and YouTube)
 - Work with PFI's digital media coordinator to use social media to build and grow brand awareness, create a positive online reputation and engage and connect followers to Practical Farmers' programming
 - Develop content for social media based on current trends and best practices and assist with creating a regular publishing schedule
 - Respond to inquiries on social media
 - Report on social media metrics
- **Email newsletters (30%):**
 - Create and publish a variety of content across Practical Farmers' seven e-newsletters
 - Help the digital media coordinator plan for, develop and produce e-newsletters
 - Report on e-newsletter metrics



- **Website (30%):**
 - Implement website updates, creating engaging content and optimizing user experience
 - Work with digital media coordinator to develop and execute strategy to increase website traffic
- **Other communications and marketing support (10%):**
 - Help the digital media coordinator write advertising copy
 - Help the editor and outreach coordinator write press releases
 - Assist with other communications materials or processes as needed

Required Qualifications and Characteristics

- Strong writing and editing skills
- Strong interest in social media, including social media trends
- Strong interpersonal communication skills
- Proficiency with Microsoft Office Suite, including Excel
- Willing to try new things and learn new skills
- Flexible and adaptable
- Motivated and a self-starter
- Ability to work in a fast-paced environment and meet deadlines
- Ability to work independently and within a team
- Strong attention to detail and high organizational ability

Desired Qualifications and Characteristics

- Basic understanding of agricultural production in Iowa
- Interest in digital media engagement metrics and reporting
- Bachelor's degree or equivalent experience that demonstrates strong writing skills
- Previous experience with email marketing platforms, Constant Contact preferred
- Previous experience writing and publishing social media content
- Previous experience with web editing platforms, Wordpress preferred

This is a 12-week, part-time position (20-30 hours per week depending on candidate's availability). Practical Farmers' office is based in Ames, Iowa, but we offer a flexible work environment. This position has the potential for a hybrid or majority-remote work arrangement.

The pay is \$15 per hour. The start and end dates are flexible, but anticipated as June 13-Sept. 2, with potential for continuing into a permanent position. The content assistant reports to Christine Zrostlik, marketing and communications manager.

Please apply by completing an application form (including contact information, cover letter, resume, and two references) on PFI's employment page <https://practicalfarmers.org/employment/>. Position open until filled.