**Practical Farmers of Iowa is Hiring a Media Relations Coordinator**

Are you an energetic, creative storyteller with experience amplifying stories in the media? Practical Farmers of Iowa wants to talk to you!

As a non-profit organization with more than 6,000 members, PFI equips farmers to build a more regenerative agriculture. We create learning opportunities via farmer-led events, on-farm research and educational content through our robust network of farmers. We also provide financial support and technical assistance to help farmers adopt regenerative farming practices and grow farm businesses. Our vision is an Iowa with healthy soil, healthy food, clean air, clean water, and resilient farms and vibrant communities.

As PFI’s **media relations coordinator**, you’ll use your strong writing and interpersonal skills to help activate the media and drive the food and farming narrative.

As a creative storyteller with a passion for building community and creating positive change, you’ll work to secure positive media coverage of PFI and our members, field media and speaker requests, manage our speakers bureau of farmer and staff spokespersons, and monitor and report on media coverage.

You’ll join a hard-working, curious and ambitious marketing and communications team whose main goal is to help expand PFI’s reach and impact.

**Responsibilities**

* **Generate positive media coverage of PFI and our farmer members**
  + Conduct media relations activities such as writing press releases, pitching stories, building media lists and developing relationships with reporters to secure positive media coverage
* **Manage PFI’s speakers bureau**
  + Grow and manage group of farmer spokespersons
  + Connect farmer and staff spokespersons to media and event opportunities
  + Connect farmers with opportunities to advocate for PFI’s policy priorities
  + Coach farmer and staff spokespersons on interview and presentation best practices
* **Field media inquiries and speaker requests** 
  + Serve as point person for all media requests and requests to speak at events
* **Monitor & report results**
  + Use media monitoring service (Meltwater) to monitor coverage, gain insights and report results
  + Incorporate results into future work for continuous improvement

**Required Qualifications and Characteristics**

* Strong interpersonal communication skills
* Relationship builder and natural collaborator
* Solid writing and editing skills
* Success with pitching story ideas and responding to media inquiries
* Strong attention to detail and organizational ability
* Ability to meet deadlines
* Motivated to continuously learn and grow skills
* Ability to manage multiple concurrent projects in fast-paced team environment
* Flexible, adaptable and a self-starter
* Resilient and a critical thinker
* Results focused rather than task focused

**Preferred Qualifications and Characteristics**

* Basic understanding of agricultural production in Iowa
* Experience reporting media coverage results
* 2+ years of public relations, agency or communications-related field experience
* Degree in public relations, journalism, communications or related field

This is a full-time, hybrid position (minimum of 2 days per month at the Ames, Iowa office). The starting salary for this position is $46,500 with annual opportunity for merit salary increases and position advancement.

PFI values its employees and is a flexible and supportive work environment. Employees are offered a competitive benefits package including health insurance with employer-paid premium, generous paid time off, flexible hours, paid parental leave, 4% automatic 401k contribution after one year of employment and additional learning opportunities. Practical Farmers is a family-friendly employer.

At PFI, we celebrate diversity and are committed to ensuring 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.

Please apply by completing the application form (including contact information, cover letter, resume and references) at the bottom of this page. Applications will be reviewed on a rolling basis.

**About PFI’s 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. We manage an impressive portfolio that includes:

* Six major print publications (including a quarterly magazine)
* An award-winning video program
* Content for podcasts, email newsletters and blog posts
* Multiple websites and social media channels
* Graphic design and visual branding services
* An extensive photo and video archive and in-house style guide
* Robust media relations and farmer-speaker work