

POSITION DESCRIPTION

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| Title: | Communications Coordinator |
| Employee: | TBD |
| FLSA Status: | Exempt |
| Reports to: | Director of Communications |
| Location: | Virtual (in Minnesota) |
| Avg # travel days per month | 3 |
| Purpose: | Coordinates and implements quarterly newspaper and public relations strategies to enhance, influence and promote the AURI brand and its sub brands. |

*The following are examples only and are not intended to be “all inclusive” or restrictive. Other duties may be assigned as necessary.*

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| **Responsibility** | **Job Task** | **Percent of Time** |
| Coordinates and implements a proactive marketing and communications strategy. | 1. Coordinates AURI’s brand across publications and activities to ensure the appropriate and consistent delivery of information, promoting the organization’s message and image. 2. Implements AURI’s public relations and communications strategy with constituents e.g., the public, the media, legislators, stakeholders and industry leaders.    1. Conducts media interviews and respond to media requests for information.    2. Coordinates the implementation of all organizational communication materials with contracted work e.g., web designers, writers, photographers, videographers, printers, etc.    3. Investigates and recommends new communication activities and products. 3. Identifies, writes, and distributes newsworthy information for internal and external release as directed through established and emerging communication channels.    1. Uses channels such as newsletters, magazines, brochures, handouts, news releases, press conferences, media packets, radio, TV, social media, photography, videography, web sites, annual report, etc. 4. Coordinates multiple communication activities, including website updates, e-newsletters, social media, etc. 5. Coordinates the design and implementation of exhibits at agricultural and industry trade shows and other state and national events, including registration. 6. Develops and designs print materials, coordinating design and photo options, and editing photos. | 35% |
| Coordinates and executes the Connects program communications and marketing strategies as well as assists with event execution. | 1. Plans, coordinates and executes the communications for external events as well assists with event execution.    1. Creates and implements promotion and marketing strategies to specified audience segments.    2. Updates and maintains topical contact databases for Connects events.    3. Arranges and organizes the spectrum of event planning including pre-planning, location details, promotion, and speaker support for select events.       1. Coordinates and implements event materials, signage, etc.    4. Implements electronic event communications e.g., invitations, emails, follow-up, event materials, signage, etc. | 35% |
| Coordinate AURI’s Ag Innovation News. | 1. Coordinates the development and production of the Ag Innovation News based on direction from the Director of Communications.    1. Develops the editorial calendar for quarterly publication.    2. Works with contract writers to develop approved stories.    3. Works with contract photographer for image needs.    4. Identifies stock images for publication.    5. Reviews and edits stories.    6. Reviews and edits layout.    7. Coordinates and manages the schedule and production steps.    8. Wrties articles for the publication. | 20% |
| Support organization-wide tasks | 1. Participates in AURI Connects team and other planning groups as requested. 2. Other duties as assigned. | 10% |

# Job Qualifications

# Experience, Education and Training

***Required:***

1. Bachelor’s degree in communications, public relations or related area.
2. Two years of experience (three years preferred), or equivalent in an agricultural and /or non-profit environment.
3. Demonstrated effective management and organizational skills.
4. Demonstrated communications skills with evidence of the ability to lead and communicate with people to ensure effective internal and external relationships.
5. Demonstrated writing and copyediting skills
6. Proficient with customer relationship management software.
7. Knowledge of and website and social networking development processes.
8. Effective leadership and strong oral and written interpersonal skills.
9. Familiar with the following software, Microsoft Office, InDesign, Illustrator and Photoshop.

***Working Conditions:***

1. This position requires sitting, standing and walking and the use of the telephone and computer on a daily basis.
2. Overnight travel and some evening and weekend hours are required.
3. Ability to lift up to 25 pounds.