

South Carolina Farm Bureau Federation
Communications Specialist
Location: State SCFB Office, Cayce, SC

How to apply:

Please send resumes to charlesambos@scfbins.com to be considered for this opportunity. Applicants will also be required to submit a writing sample.

Overview:

The Communications Specialist will help strengthen South Carolina Farm Bureau's voice in the agricultural community and to the general public while expanding internal and external communications efforts. This position will provide consistent communications to farmers, members, legislators, general public and media. The Communications Specialist is a highly motivated, collaborative and creative individual who is passionate about connecting with varied audiences on a wide variety of agricultural topics.

The Communications Specialist will work in the following areas:

Digital Publishing and Design

- Design, develop and oversee the production of print and digital graphic communications materials including: SC Farmer Magazine, membership marketing collateral, educational material, promotional items, digital ads and other projects as required
- Assist Division Director in layout and design of quarterly SC Farmer Magazine including layout of 2 feature stories per issue
- Assist in layout and design and content creation for monthly eNewsletters and other communications including press releases, op-eds and industry news alerts.
- Manage ad sales in SC Farmer Magazine and cultivate new potential advertisers who align with the SC Farmer readership
- Assist in planning of SCFB Annual Meeting and other Federation events including logo/theme development, presentation creation and other aspects as necessary
- Oversee every aspect of print production projects and assist in sourcing bulk printing as needed including promotional items and other specialty print needs
- Develop, maintain and oversee Federation branding guide to ensure brand integrity and consistency among all printed materials. Identify branding needs and opportunities within the Federation and advise on design practices.
- Support the Promotion and Education team with the production of communications by providing content across a variety of platforms including print, digital and video
- Assist in maintaining SCFB.org by refreshing content and making updates as needed. Provide input about web-related best practices to Federation staff.

Member Engagement

- Help bring members' stories to life using compelling digital and written story-telling.
- Engage, empower and train members to share their story with consumers through presentations, media interviews, social and electronic media and one-on-one conversations.
- Develop appropriate resources and messaging for farmers for consumer outreach via social and traditional media.

Government Relations

- Collaborate with Government Relations staff to develop messaging strategies on key issues
- Assist GR in delivering messaging to members including: Regular communication with members via VoterVoice (or other available databases) including action alerts, legislative updates and key issues – especially during legislative session.
- Collaborate to develop communications strategies that will broaden grassroots legislative and regulatory reach and deepen impact of the benefits members receive.

Additional Responsibilities

- Serve as assistant photographer/videographer when needed.
- Assist staff in preparing presentations when needed.
- Other projects as assigned by the Division Manager.

Qualifications and Experience

Job requires both in-state and out-of-state travel in addition to occasional weekend work. Must possess excellent organizational and interpersonal skills to manage the diverse tasks and interact with the varied constituencies involved in the program areas. Must have current driver's license and the ability to operate a vehicle.

Education requirements: Degree in Agricultural Communications, Journalism, or similar.

Other qualifications: Experience working with agricultural subject matter preferred. Intermediate to advanced user of Adobe Creative Suite and Microsoft Office Suite and a basic understanding of HTML/HTML5, PHP, JavaScript, CSS and WordPress CMS