

South Carolina Farm Bureau Federation
Director of Digital Media
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 Director of Digital Media will coordinate and promote South Carolina Farm Bureau public relations and public information activities and programs in order to increase organizational visibility, especially in the digital media space. Provide consistent communications to farmers, members, legislators, general public and media. The Director of Digital Media is a highly motivated, creative individual passionate about connecting with varied audiences on a wide variety of agricultural topics.

The Director of Digital Media will work in the following areas:

Social and Digital Media:

- Administer the creation and publishing of relevant, original, high-quality content (for all channels and ads)
- Cross-collaborate with all divisions to create a content calendar that will help manage content and plan specific, timely campaigns.
- Integrate all marketing platforms (social media, website, email, print and digital marketing)
- Manage all social advertising campaigns.
- Expand social media presence by engaging volunteer members via social media tools to support advocacy efforts and build relationships.
- Coordinate delivery and help grow our electronic newsletter that shares updates and ag news to members; assist county Farm Bureaus with the same.
- Assist in management of scfb.org including writing blog and news posts, updating existing pages, collecting county news, etc.
- Contribute as needed to the publication of SC Farmer and collaborate on incorporating digital media with traditional print media

Member Engagement and Training

- Work with Director of Agricultural Literacy to meet with County Farm Bureau volunteer members, state and county committees, and others to train them on the use of traditional and social media and to become advocates for Farm Bureau policies and for SC agriculture.

- Engage, empower and train farmers 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.
- Utilize social media accounts to disperse legislative information when needed.

Additional Responsibilities

- Prepare and send daily media news clippings.
- 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 in order to manage the diverse tasks and interact with the varied constituencies involved in the program areas.

Education requirements: Degree in Agricultural Communications, Journalism, or similar.
Experience working with agricultural subject matter preferred.