

Director of Communications

The Minnesota Pork Producers Association (MPPA) and Minnesota Pork Board (MPB) are seeking a professional to serve as Director of Communications. The Director of Communications will develop and implement a comprehensive communication program for the MPB. This position will lead communication efforts for various MPB programs directed to the general public and pork industry stakeholders to include, but not limited to, social media strategy and execution and influencer outreach and engagement. Additionally, this position serves as editor of the MPB newsletters and other communications as directed and will serve as a contact for media and public relations for the organization. This person will play an integral role in the cultivating connections between farmers and consumers through various communication strategies.

Position is located in Mankato, MN. To be considered for this position, please submit resume, cover letter and references by Friday, April 6, 2018 to: Minnesota Pork Producers Association, Attn: Vicki Kopischke, 151 Saint Andrews Court, Suite 810, Mankato, MN 56001 or by email to vicki@mpork.com

Director of Communications
Job Description
Minnesota Pork Producers Association

Overview

The Director of Communications shall be responsible for all communication, social media and outreach functions of the Minnesota Pork Board. The Director of Communications shall report to the Chief Operating Officer. All programs and activities of this position shall keep with the overall purposes and intentions of the program of work established by the Executive Board.

Essential Duties & Responsibilities:

1. Develop, execute, and manage social media strategy utilizing platforms that include, but are not limited to, Facebook, Instagram, Snapchat, and Twitter
2. Develop and sustain relationships with influencers to build trust and cultivate connection between influencers and Minnesota pig farmers; strategies may include, but are not limited to, the coordination of on-farm tours, virtual farm tours, and special events that bring farmers and influencers together around shared values
3. Provide communication support for consumer outreach efforts
4. Assist with the development and execution of farmer and industry image programming
5. Develop content and coordinate the publication of Minnesota Pork's print and e-newsletters
6. Assist with the oversight of stakeholder-led committees that drive and prioritize programming for the organization
7. Manage vendor relationships with printing company, design firms and public relations consultants
8. Complete other duties as assigned

Position responsibilities are only a summary of the typical functions of the job, and are not intended to constitute a complete list of all tasks that may be assigned. Management reserves the right to amend and change responsibilities to meet business and organizational needs as necessary.

Minimum Qualifications

- A four-year degree in journalism, communications, marketing, public relations or related field
- Demonstrated experience with creating and implementing comprehensive communications plans – including social media and traditional media
- Excellent writing and editing skills
- Master of MS Office, Adobe Creative Suite and website editing
- Excellent public relations skills with evidence of ability to communicate with people to promote internal and external relationships
- Confident, positive and self-motivated with excellent organizational, teamwork and prioritization skills
- Valid driver's license with acceptable motor vehicle record

Desired Qualifications

- Media savvy and crisis communication experience
- Agriculture or related industry and non-profit experience