

Ohio Farm Bureau Federation

Job Description

☒ Exempt

☐ Non-Exempt

Date Updated 9/13/2018

Job Title:	Director of Media Relations
Person in Position:	
Reports To:	Vice President, Communications
Department:	Communications
Company Car:	No
Pay Band:	6

POSITION SUMMARY: Lead Ohio Farm Bureau's media relations efforts and public spokesperson duties for the organization.

Primary Duties:

1. Strategize, develop and direct effective communication and media relations programs.
2. Collaborate with public policy and other departments as needed to devise communications strategies and tactics for priority and emerging issues.
3. Contribute to *Buckeye Farm News* and Our Ohio publications and e-communications, including social media.
4. Manage internal communications workflow (working with other departments in communications planning, content creation, approvals, distribution, etc.)
5. Build and maintain key contacts in media database.
6. Maintain issues histories, research new/emerging issues.
7. Organize reporter farm tours and coordinate news conferences when needed.
8. Daily monitoring of news and sharing content with key staff and leaders.
9. Prepare coworkers and members for specific events/issues. Identify and prepare farmer spokespersons.
10. Plan editorial board meetings
11. Plan/carryout special events (Ag Day at Capitol, annual meeting, Presidents' trip to Washington D.C., etc).

Additional Duties:

1. Collaborate with counterparts in other ag groups, state Farm Bureaus and American Farm Bureau
2. Media relations training
3. Volunteer assistance with issues response, including letters to editor, talking points and strategic advice.

MINIMUM EDUCATIONAL EXPERIENCE QUALIFICATIONS

- Bachelor Degree in communications related field or discipline.

MINIMUM SKILL QUALIFICATIONS

- Strong ability to verbally communicate and write about agricultural topics including (but not limited to) agricultural production, policy, economics, social issues and environmental issues.
- Proficient in news delivery concepts and vehicles.
- Maintain abilities and competency in employee management issues.
- Understanding of integrated communication models and techniques.
- Understand journalistic techniques and be able to create motivating stories, articles and editorials.
- Be able to perform spokesperson duties with comfort and clarity to ensure quality representation.

PREFERRED QUALIFICATIONS

- Minimum of five (5) years experience in a related position. preferably as a journalist
- Ability to design, develop, and implement integrated communication plans.
- Ability to manage a media relations network and delivery systems.

Employee Signature

Date

The employee's signature indicates that the description has been reviewed with the employee and that employee is aware of duties for which employee is responsible. Management has the right to change or add duties at any time.

9/18
PP