



Maryland Farm Bureau®

3358 Davidsonville Road | Davidsonville, MD 21035
410-922-3426 | www.mdfarmbureau.com

JOB DESCRIPTION

- Exempt
 Non-Exempt

Date Written: April 8, 2023

<p>Job Title: Manager (or Director) of Strategic Communications</p> <p>Person in Position: Vacant</p> <p>Reports To: Executive Director</p> <p>Department: Communications & Public Relations</p> <p>Salary Range: \$65,000 to \$80,000 per year; Salary commensurate with experience</p> <p>Company Vehicle: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Other Benefits: 401(K) w/ company match, health insurance + HSA, vision, dental, BYOD phone stipend, vacation and sick leave, professional development, ability to work from home</p>
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<p>POSITION SUMMARY: The Manager/Director of Strategic Communications provides technical and creative support to champion Maryland Farm Bureau®, Inc. as the voice of Maryland agriculture. The manager/director leads development and implementation of communication campaigns for target audiences over multi-channel platforms. The successful candidate will collaborate with the executive leadership team and key stakeholders to develop and execute a comprehensive communication plan that effectively aligns with the organization's strategic plan and organizational goals.</p>

KEY RESPONSIBILITIES:

Strategic Communications (50%)

- Develop and implement a comprehensive communication strategy that advances the organization's mission, vision, and strategic goals.
- Draft clear and concise messages, briefs, talking points, remarks, summaries, and memos for MDFB's target audiences across a variety of platforms.
- Develop and refine messaging to ensure organizational consistency in all aspects of communication.
- Analyze, evaluate, and synthesize information to inform decisions and drive outcomes.
- Develop and maintain a comprehensive social media strategy that:
 - Amplifies earned media coverage.
 - Drives member engagement and generates new membership leads.
 - Delivers strong return-on-investment for MDFB sponsors.
 - Strengthens membership with timely, relevant, and valuable information.
- Help implement sponsor agreement plans, analyze metrics, and prepare necessary reports.
- Manage content for MDFB's website, electronic newsletters, social media, and print publications.
- Secure presence at key industry events with strong brand position for MDFB.

Media Relations (30%)

- Develop and maintain an editorial calendar that drives local earned media coverage around key engagement opportunities and policy priorities.
- Serve as the primary point of contact for all media inquiries.
- Develop and maintain positive relationships with reporters, journalists, and media outlets.
- Identify opportunities and secure placements for press releases, editorials, guest columns and letters to the editor.
- Monitor external media and produce agricultural news clips for internal distribution daily.

Team Support (20%)

- Provide technical and creative support to MDFB's departments to enhance communications materials.
- Plan, organize, and implement special projects with cross-functional teams, as necessary. Establish project communication plans, ensuring internal/external stakeholders are informed of project processes and results.
- Assist with coordination of MDFB events, leading development of communications materials and related media functions.
- Proofread and edit team members' writing as needed.

QUALIFICATIONS:

- Bachelor's degree in communications, marketing, or related field.
- Demonstrated communications experience, with progressive responsibility for communications strategy development and execution.
- Exemplary verbal and written communication skill with ability to communicate complex subject matter for a variety of audiences.
- Ability to work in a fast-paced environment requiring rapid response to support organizational needs and emerging issues.
- General understanding of food, agriculture, farming, fishing, forestry, and conservation across the state of Maryland is helpful.
- Preferred experience in non-profit or trade association.
- Proficient in a variety of software and computer applications, including Microsoft 365, Adobe Creative Cloud, WordPress, web-based applications, social media, web analytics, and digital advertising platforms.

ESSENTIAL FUNCTIONS AND PHYSICAL/MENTAL DEMANDS:

- Hybrid work scheduled, must be able to report to MDFB headquarters in Davidsonville, Maryland on an agreed upon regular schedule.
- Valid driver's license. Position may require up to 20% travel, will include travel across the state and some travel throughout the United States for national meetings and events.
- Ability to work some nights, weekends, and holidays to accommodate the nature of the volunteer structure of the organization, and the seasonal nature of farming and agriculture.
- Sitting or standing for long periods of time while working on a computer or conducting meetings.
- Using hands and fingers to type, write, or operate office equipment.
- Communicating effectively in person, by phone, or via email or other digital platforms.
- Attending events, meetings, or conferences that may require travel or standing for extended periods of time.
- Occasionally lifting or moving small objects such as boxes of marketing materials or presentation supplies.
- Self-starter: Proactively able to identify problems, assess situations, identify potential solutions, and design and implement strategies to achieve desired outcomes and measurable results with minimum supervision.
- Strong positive attitude, energy, drive, confidence, and tenacity.
- High degree of emotional intelligence, empathy, and active listening skills.
- Ability to conduct oneself in a manner that is beyond reproach, to be a role model brand ambassador for the organization who is reliable, honest, accountable, and has a high level of integrity.
- Skill, comfort, and ability to speak in front of various sided groups in public and to media.

EQUAL EMPLOYMENT OPPORTUNITY POLICY:

Maryland Farm Bureau®, Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

APPLICATION PROCEDURES

Resumes with cover letters should be submitted by mail or email. Please include qualifications, background, education, references, and salary requirements. Resumes will be accepted until the position is filled.

RESUMES SHOULD BE SENT TO

Maryland Farm Bureau, Inc.
Attn: Parker Welch, Interim Executive Director
3358 Davidsonville Road
Davidsonville, MD 21035

Email: pwelch@marylandfb.org

Questions: Contact Parker Welch at 410-922-3426