



Job Description

Manager of Communications

Department: Communications	Reports to: Director of Communications
FLSA Status: Exempt	Supervisory responsibility: No
Approved by:	Budgetary responsibility: No

Purpose of Position:

A skilled multi-tasker and content producer, the manager of communications is responsible for the development, implementation and maintenance of the U.S. Grains Council's (USGC's) publications, website, social media presence and other internal and external outreach, in coordination with other USGC staff and contractors.

Responsibilities:

1. Develop and execute communications strategies to raise the profile of U.S. Grains Council programs, experts and mission in association with the director, other colleagues and vendors.
2. Produce, in cooperation with other staff and contractors, print and electronic communications, including newsletters, website content, social media content, annual report, brochures, news releases and meeting materials.
3. Work as the primary writer, editor and project manager for the Council's weekly newsletter and news releases distributed to members, all staff and media.
4. Contribute to, manage or produce articles, scripts, speeches, presentations, brochures, news releases, news updates, special reports and other Council materials, as assigned
5. Contribute to, produce or manage production of audio and video materials for the Council, as assigned.
6. Contribute to, produce or manage production of graphic materials for the Council.
7. Develop and manage the Council's social media strategy and online presence including grains.org.
8. Oversee the communications coordinator's management of regular updates for the Council website, including guidance on gathering, editing and posting relevant content and overseeing design and layout.
9. Provide communications support for Council meetings and conferences including publication/slide deck development and audio/visual event management.

10. Identify story ideas and news opportunities by monitoring industry developments, proactively following the calendar of Council events and meetings and maintaining contact with Council staff and members.
11. Research/monitor industry and Council news and developments and communicate such information in agreed upon formats to director of communications and other Council staff, leaders and members.
12. Contribute to and maintain effective communications flow between communications staff and other USGC departments domestically and internationally to obtain timely information about issues and accomplishments in export markets and to educate international staff about issues important to domestic stakeholders.
13. Manage communications-related vendors, proposal processes and billing as assigned.
14. Other duties as assigned.

Education/Experience:

1. Bachelor's degree required; focus on communications, journalism, marketing or similar field is preferred.
2. Agriculture, trade or related industry background required.
3. Five or more years of working experience in field of expertise.
4. Experience in writing, editing and crafting content for social media or print.
5. Experience managing communications projects in print and online platforms.
6. Experience with graphic design desired.
7. Experience with audio and video editing desired.

Skills, Knowledge and Abilities:

1. Excellent communication skills, both verbal and written.
2. Strong writing abilities with focus on content-oriented writing is required.
3. Strong presentation skills; capable of presenting complex material in an easy to understand format.
4. A results-driven, efficient work style.
5. The ability and interest to work both independently and in a tight-knit team.
6. Demonstrated ability to set and manage priorities, resources, goals and project initiatives to meet deadlines.
7. Highly organized and self-motivated; able to manage multiple tasks while functioning effectively as a team member under pressure.
8. Must have a high attention to detail and be flexible in a changing environment.
9. Experience in Microsoft Office, Adobe InDesign and online communications tools and other public relations platforms.
10. Familiarity with AP Stylebook.
11. International association experience a plus.
12. Ability to represent the organization in a professional manner at all times.

I acknowledge receipt of and understanding of this job description.

Employee Signature: _____

This job description may include most, but not all duties that fall under the position. It is not intended to contain all responsibilities, education or skills. From time to time this job description will change and employees will be asked to perform tasks outside of their area of responsibility.

The U.S. Grains Council is an Equal Opportunity Employer. It does not discriminate in the terms and conditions of employment on the basis of race, color, national origin, sex, age, disability, sexual orientation, gender identity or expression, or any other factor prohibited by law.

Revision Date: 1/11/2021