

AgGateway Marketing Communications Director

Job Summary: The Marketing Communications Director is responsible for promoting the organization and its activities to the membership and the industry, in order to further AgGateway's mission to drive digital connectivity in global agriculture and related industries. The director will use a variety of communications tools to promote the organization and its activities to further AgGateway's mission and increase membership.

Those interested should submit a cover letter, resume and one or two writing samples by Friday, **August 9**, to AgGateway's Member Services at Member.Services@AgGateway.org.

Responsibilities: The Marketing Communications Director develops and implements an annual AgGateway communications plan based on the organization's strategic objectives. That plan includes:

- Draft specific annual marketing communications **goals and tactics** for AgGateway as a whole, and for North America, Europe and Latin America regions.
- Manage AgGateway **website** to promote and market the benefits of AgGateway membership and the benefits of eConnectivity, including the use of AgGateway resources.
- Conduct proactive **media relations** including regular press releases, articles in trade press, media outreach, maintenance of the media list, etc.
- Ensure regular **social media** postings, working with the Communications Committee (see below).
- Strategically develop marketing communications materials including **monthly newsletter, flyers, case studies, annual report, videos**, etc.
- Provide **executive support** to the CEO and Board Chair on presentations, letters, statements, etc., including annual presentation to the membership at Annual Conference.
- Provide counsel to staff and leadership in supporting **AgGateway's image** with relevant stakeholders in agriculture.
- **Promote the Mid-Year Meeting and Annual Conference** to maximize participation.
- **Trade shows/conferences:** help plan and support AgGateway participation in industry conferences and trade shows, including development of materials to support staff and member participation.
- Support **membership promotion**, including materials for membership and subscription promotions, dues invoice letters and support materials, etc.
- Manage **volunteer recognition** (awards) program, including the annual Ron Storms Leadership Award, AgGateway in Action, President's Award and other volunteer recognition.
- Manage the organization's **brand guidelines** and clarify with membership as needed.

In addition, the Marketing Communications Director leads or co-leads (with a member volunteer) the work of the **Communications Committee:**

- Encourage participation from member volunteers on the Committee.
- Hold meetings of the committee as needed (usually once/month for 1 hour), and manage minutes and action items.

- Review the communications plan with the committee and receive their feedback and guidance with initial plan and during its implementation.
- Manage the Committee's Social Media Task Force, whose members take turns in making regular updates to Twitter, LinkedIn, etc., using Hootsuite.
- Encourage the committee's participation in the monthly newsletter (seeking member submissions, etc.).

This position is responsible to the AgGateway President and CEO, and also works closely with the Web Media Support and Graphic Design Specialist to maintain the website, produce the monthly newsletter, and other graphical needs.

Qualifications:

- At least five years of experience in a communications/public relations position or marketing position, preferably with a trade association or corporate public relations or marketing department.
- Excellent written and oral communications skills.
- Experience in media relations, social media, website maintenance and newsletter editing.
- Experience in working with graphic design professionals.
- Strong interpersonal skills; experience working with volunteers a plus.
- Knowledge of the agriculture industry and/or software development processes is a plus.
- Excellent time management skills; able to balance many projects at once.

Other duties/responsibilities may be added to the job, as business needs dictate.