



Position Title: Communications Manager

Reports To: Vice President, Communications Strategy

Status: Exempt

Job Summary:

Essential Job Functions:

Marketing Communications *(both internal and/or by contractors/agencies)*

Management, execution and quality control of marketing communications activities both written by this position and/or by contractors/agencies, including by not limited to:

- Management and execution of in-house communications vehicles (enewsletters, committee meeting reports, etc.), correspondence and related activities.
- Management of contractor/agency creative development, creative strategy, copy/creative reviews and related activities, including public relations, media relations, collateral, audio-visual, advertising, events and related activities.
- Proven experience in managing and executing content strategy/development/execution across both owned websites and social media.
- Message development and implementation both internally and across contractors/agencies.
- Act as primary USB liaison with agency for Beyond the Bean (farmer-facing USB magazine distributed quarterly).
- Designing and reporting on marketing communications activities and KPIs.
- Assist senior communications manager, as needed, on branding initiatives.
- Review all contractor content (including public relations, media relations, etc.) for message consistency, strategic effectiveness and quality as relates to assigned topics/audiences.
- Related marketing communications activities.

Public Relations *(both internal and/or by contractors/agencies)*

Management, execution and quality control of public relations activities both written by this position and/or by contractors/agencies, including by not limited to:

- Preparation, approvals and quality control of:
 - Talking points/other preparation for growers and staff before media interactions.
 - Talking points/speeches/scripts for growers and staff at events, meetings and related situations.
 - Power Point, presentation materials and scripts for growers and staff at events, meetings and related situations.
- Proven experience in managing and executing content strategy/development/execution across third-party endemic and consumer websites and social media
- Management of contractor/agency public relations materials and activities.
- Reporting on public relations activities and KPIs.
- Related public relations activities.

Media Relations *(both internal and/or by contractors/agencies)*

Management, execution and quality control of media relations activities both written by this position and/or by contractors/agencies, including by not limited to:

- Act as lead for media outreach and relationship building.
- Crisis/issues management and response, both directly from USB and oversight of contractor/agency crisis/issues management activities.

- Proactive story pitching/placement in digital, print, broadcast and related media (both executed by this position and/or by contractors/agencies).
- Interview pitching, arrangements, interviewee talking points/preparation and post-interview reporter follow up to drive coverage.
- Press release, media alert and related development and distribution of media-facing communications.
- Fulfillment of specific media requests.
- Media events invitations/relations, media alerts, etc.
- Related media relations activities.

Board/Committee/Staff Support

- Attend committee and board meetings as needed, prepare/send correspondence, prepare/send meeting reports on behalf of committees, boards and staff related to USB business.

Event Communications *(both internal and/or by contractors/agencies)*

- Act as primary writer and preparer of presentations/scripts for Board meetings and related activities, working jointly with the events communications manager to execute such events.

Industry Interaction

- Serve as a liaison to identified industry organizations, leveraging USB sponsorships and relationships to maximize opportunity and return.

Project & Budget Management

- Manage tasks and projects as assigned.
- Develop, manage and reconcile program and activity budgets that fall within the manager's assigned scope.

Other communications activities as identified.

Qualifications

- Bachelor's Degree, required.
- Preference for 7+ years' experience in writing with strong written and oral communication skills, required.
- Proven writing and project management skills for marketing communications, public relations, media relations and related writing assignments.
- Successful project management skills, including a demonstrated track record of providing high quality development and execution of successful communications for agriculture related entity(ies).
- Experience in agriculture and/or food production a plus.
- Demonstrated ability to think creatively to create both stories that effectively tell the story and creative executional/implementation plans that result in meaningful impact.
- Flexibility to manage competing priorities and shift focus as determined by the changing needs of the organization.
- Experience in working in teams with strong leadership qualities and in-depth experience effectively managing and supporting large, multi-disciplinary teams of staff and contractors.
- Spirit of innovation and willingness to define the undefined.
- Ability to travel approximately 25% of time domestically and occasional international travel may be required.
- Robust knowledge of and experience with Microsoft Office Suite, required

The Organization:

Commonly referred to as the soybean checkoff, the United Soybean Board serves the soybean farmers of the United States and operates to increase the profit opportunities for these farmers, to strengthen the viability of American farming long term. USB is located in St. Louis, MO and is supported entirely by soybean farmers with individual contributions of 0.5 percent of the market price per bushel sold each season. The efforts of the soy checkoff are directed by the United Soybean Board, composed of 73 volunteer farmer-leaders nominated by their state-level checkoff organizations, Qualified State Soybean Boards (QSSBs). Nominees are appointed to the board by the U.S. Secretary of Agriculture, as stipulated in the federal Soybean Promotion,

Research and Consumer Information Act. The USDA Agricultural Marketing Service has oversight of the soy checkoff program.

To Apply:

To apply, please submit a resume and brief cover letter to: chart@unitedsoybean.org.