

POSITION ANNOUNCEMENT

The Texas Wheat Producers Board and Association are seeking a person qualified for the Director of Communications and Producer Relations position. Duties will include, but are not limited to: developing and distributing all print and digital communication pieces and messages for various audiences; building current media relationships; representing Texas Wheat at various conferences and events; and developing membership benefits and recruiting new members.

The individual will assist in building/maintaining partnerships with producers, grain elevators and industry members. The Director of Communications and Producer Relations will represent the organizations at national meetings, farm shows, trade team activities, producer meetings and field days.

OBJECTIVE

The objective of this position is to promote the organizations through a coordinated communications plan and raise the awareness of industry members and producers about sponsored activities.

DESCRIPTION

- Title: Director of Communications and Producer Relations
- Reports to: Executive Vice President, Rodney Mosier
- Benefits: Competitive salary, health insurance and retirement
- Desired Start Date: November/December 2016

QUALIFICATIONS

- College degree in Agricultural Communications or related field
- Strong verbal and written communication skills
- Experience in writing, design, copy editing and AP Style preferred
- Proficient in Microsoft Office programs – Excel, Word and Power Point
- Experience with Adobe publishing software – InDesign, PhotoShop and Illustrator
- Experience in public speaking
- Demonstrated leadership, strong work ethic, and professionalism
- Ability to travel and work outside of regularly scheduled business hours

APPLICATION

Please submit a resume and cover letter. Examples of writing, photography and/or design work also welcome, but not required. Send application by email to applications@texaswheat.org by close of business on **Monday, October 10**. Please email materials in a PDF format.

Job Description – Director of Communications and Producer Relations

Under the direction and supervision of the Executive Vice President, the Director of Communications and Producers Relations will coordinate communications for the Board and Association and build/maintain relationships with members, producers and grain elevators. The Director of Communications and Producer Relations will also represent the organization at agricultural field days, producer meetings, farm shows, national meetings and school education programs throughout the year.

Under the Executive Vice President's guidance, the Director of Communications and Producer Relations shall:

- Coordinate and complete communications efforts which may include but are not limited to publishing newsletters; maintaining proactive media relationships; writing news releases and legislative testimony; updating social media channels; arranging for paid advertising; creating presentations, public speaking, coordinating conferences, special events and trade show exhibits.
- Develop and produce education and public relations materials, slide shows, exhibits, displays, videos, radio and television spots featuring the Texas wheat industry for target audiences, specific meeting and conventions.
- Coordinate communications and enhance relationships with grain elevators and producers;
- Complete monthly elevator reporting requirements;
- Maintain membership programs; update producer and associate membership lists and recruit new association members;
- Work with other commodity groups and organizations on events and campaigns pertaining to the agricultural industry;
- Coordinate nutritional messages and activities for the Texas Wheat Producers Board including involvement with the Wheat Foods Council and Home Baking Association;
- Work with the Director of Policy and Marketing to coordinate marketing materials for both organizations;
- Perform other such duties as may be required and assigned by the Executive Vice President of Texas Wheat.