

Marketing & Communications

The marketing and communications director is responsible for the planning, development, and management of all public relations, cooperative branding, advertising, sales materials, event planning, donations, and internal and external communication programs for the cooperative.

What responsibilities will I have?

- Manage cooperative website and social media
- Edit and design both patron newsletters and employee newsletters
- Collaborate with sales teams to be aware of individual and team goals, promotions, events, and needs as they relate to marketing, communications, and promotion of the company brand
- Monitor use of company logo; ensure consistent and appropriate use
- Develop sales materials as requested by the sales teams
- Coordinate the design, procurement, and disbursement of all promotional materials; act as company photographer
- Ensure that all forms of media are current including print, electronic, internal, and external communications
- Administer corporate clothing program
- Work with human resources and/or hiring managers to advertise job postings; attend job fairs in employee recruitment capacity
- Responsible for all cooperative press releases and responses to outside media; create co-op advertising for print and radio media
- Research, train, and develop skills to keep up to date on current forms of communication to support All American Co-op's goals
- Organize cooperative events including employee events, customer appreciation events, and informational meetings
- Act as cooperative liaison with printing companies
- Coordinate the cooperative scholarship program
- Coordinate co-op contribution efforts towards charitable organizations, and co-op participation in youth programs, Ag industry promotion, and community involvement; represent the co-op at community events
- Additional duties as assigned by General Manager, Board of Directors, department managers, and sales managers

What education and training is necessary?

A bachelor's degree in marketing, communications, or multi-media is suggested, although relevant experience in the field is equally important. Experience in management, graphic design, or writing may be helpful.

What high school courses are recommended?

Agriculture education, English, Spanish, economics, business, communications, marketing, graphic design, technical writing, and computer courses

Who are typical employers in agriculture?

Cooperatives, agricultural companies, farms, government agencies, mills, extension offices, educational institutions

Other Titles and Roles:

Marketing, graphic designer, public relations director, event planner, brand manager, photographer, social media specialist, communications director