

## AMERICAN FARM BUREAU FEDERATION

### JOB DESCRIPTION – Fort Atkinson, WI

**TITLE:** Online Content Coordinator

**DEPARTMENT:** Feed and Grain (IDEAg)

**POSITION OBJECTIVE:** The Online Content Coordinator will review, edit, produce and troubleshoot all content across Feed & Grain's website, including news, blogs, banner ads and its Online Buyers Guide.

**REPORTS TO:** Editor, Industry Publications

**POSITION TYPE:** Full Time – 37.5 hours per week

#### **DUTIES and RESPONSIBILITIES:**

- Prepare and implement all Feed & Grain e-blasts and e-newsletters
- Implement all stages of internet advertising, including uploading and maintaining ads and constructing analysis of all advertising initiatives
- Gather and post daily news to Feedandgrain.com
- Upload new content to the Online Buyers Guide, calendar, blogs and other website sections
- Analyze website statistics for traffic patterns and advertising opportunities, including SEO
- Write feature articles for Feed & Grain print and digital editions
- Collaborate with designer on production of Feed & Grain digital editions
- Assist the editor with developing social media strategies
- Explore new technologies for print, digital and audio productions
- Participate in editorial meetings and assist with proofing and finalizing print and digital publications
- Professionally represent Feed & Grain at appropriate functions (e.g., tradeshow, media events, conventions, etc.)
- Provide social media and online support for other IDEAg marketing groups as assigned

#### **RELATIONSHIPS:**

Communicates with all Feed & Grain, IDEAg and AFBF staff and other AFBF affiliate employees and representatives of other organizations and companies as appropriate. Maintains relationships with vendors.

#### **EDUCATION OR TRAINING REQUIRED:**

- Bachelor's degree in Communications, Journalism or related field

#### **EXPERIENCE AND SKILLS REQUIRED:**

- 1-2 years related experience in a professional or educational environment
- Strong online writing ability
- Strong copy editing/proofreading skills
- Strong written and verbal communication skills
- Attention to detail
- Strong analytical skills related to website design and targeted advertising
- Photography/Photo editing
- Experience with managing and posting content to an organization's social media platforms
- Strong passion for learning and adapting to new technologies and expanding skill sets
- Ability to collaborate with a team but also able to work independently
- Ability to work under shifting priorities and a fast-paced environment to deliver on tight deadlines

#### **PREFERRED EDUCATION/EXPERIENCE/TRAINING/SKILLS:**

- Basic understanding of Google Analytics
- Familiarity with SEO best practices
- Familiarity with HTML
- Basic videography/video editing skills
- Knowledge of agriculture

**OTHER REQUIREMENTS:**

- Travel approximately 10-15%

To apply for this position, please email your cover letter and résumé to AFBF Human Resources at [careers@fb.org](mailto:careers@fb.org). The deadline for application is January 31, 2018.