



Communications Coordinator

Description

The Nebraska Soybean Board (NSB) is a nonprofit organization based in Lincoln, Nebraska. The board is comprised of nine soybean farmers in Nebraska who represent a geographic district based on county soybean production. The soybean checkoff program was created as a part of the 1990 Farm Bill in order to maximize profit opportunities for soybean farmers. The NSB collects and disburses soybean checkoff funds that are invested in research, education, domestic and foreign markets, including new uses for soybeans and soybean products.

Funds generated by the checkoff program are a result of one half of one percent times the net sales price per bushel of soybeans sold.

Job Description

The NSB Communications Coordinator is responsible for conducting a variety of ag-related communications on behalf of the board. Your primary duties will include handling multiple channels of communication such as the NSB website, SoybeanNebraska quarterly magazine, print and radio advertising, press releases, and additional projects. Some travel will be required.

Essential Functions

- Strong organizational skills
- Strong writing and editing capabilities, including knowledge of AP style
- Research and contribute relevant content to NSB website, magazine, and advertising
- Coordinate and occasionally participate in media interviews
- Ability to work on tight deadlines
- Develop and monitor annual media plan
- Experience with or willingness to learn effective media buying (primarily print)
- Understanding of effective graphic design principles
- Other duties assigned

Required Experience

An Associate or Bachelors degree in the areas of advertising, business administration, marketing, ag leadership, communications, journalism, public relations, or English. Four (4) years of relevant work experience in lieu of a degree will be considered. Familiarity with production agriculture and/or ag business is preferred.

Skills

High level of verbal and written communication skills required. Candidate must also show excellent customer service and strong problem-solving skills. Self-motivated worker with the ability to work on multiple projects at once. A wide degree of creativity and latitude is expected. Must have experience with Microsoft Office programs. Experience with Adobe Creative Suite preferred.

For additional questions or to submit your cover letter/resume, please contact Executive Director, Victor Bohuslavsky, at victor@nebraskasoybeans.org or call (402) 432-5720 by **April 30, 2019**.

