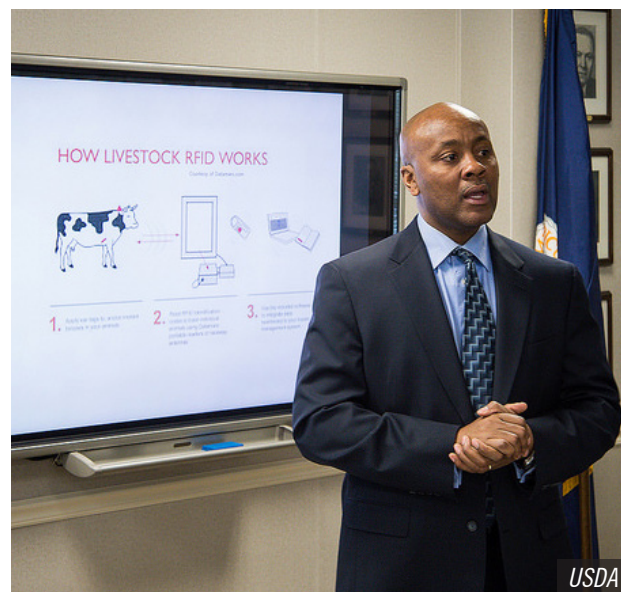


# AGRICULTURAL LITERACY & ADVOCACY SPECIALIST

An agricultural advocacy and literacy specialist is responsible for designing, implementing and coordinating a platform that appropriately and consistently promotes agricultural literacy and advocacy.

## WHAT RESPONSIBILITIES WILL I HAVE?

- Work collaboratively with programs around the organization to ensure that the most effective literacy and advocacy methodologies and technologies are being utilized
- Design and develop resources and content for both students and teachers to help advance agricultural literacy and advocacy
- Develop and manage educational content that aligns with state educational standards
- Ensure program resources and strategies to support specific outcomes as determined by organization leaders and agricultural stakeholders
- Collaborate with marketing and communications specialists to develop messages appropriate for consumers
- Develop a social media plan to promote literacy and advocacy content
- Provide advocacy training to those with a vested interest in agriculture
- Evaluate and track metrics from programs conducted
- Create budgets for programming and certify that programs are operating according to approved budget
- Investigate innovative ways to bring agriculture to audiences off the farm
- Present to agricultural groups on the importance of agricultural advocacy and literacy



## WHAT EDUCATION & TRAINING IS REQUIRED?

A Bachelor's degree in agricultural education, agricultural communications or a related field

## THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, computer courses, writing, English

## TYPICAL EMPLOYERS

Organizations such as American Farm Bureau, National FFA, checkoff programs, Ag in the Classroom, etc.; some farms and companies may hire as well

## FUTURE JOB MARKET/OUTLOOK



## SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- American Farm Bureau Federation
- National Association of Agriculture Educators
- National Agri-Marketing Association

## AVERAGE ANNUAL FULL-TIME SALARY

\$50,000