

COMMUNICATIONS SPECIALIST

A Communications Specialist works in the area of communications with primary responsibilities in the fields of writing, editing, branding, and public and media relations.

WHAT RESPONSIBILITIES WILL I HAVE?

- Prepare schedules and organize meetings and interviews
- Write and design company literature
- Create effective communication strategies
- Implement email marketing
- Ensure positive relationships with clients
- Write and coordinate the production of printed and electronic marketing and educational materials
- Research, draft and disseminate press materials to appropriate news media
- Responsible for dissemination of events and activities on social media
- Assist in the creation of audiovisual aids for staff
- Serve as photographer as needed
- Manage the media database and news clipping log
- Update information on company website and social media outlets
- Develop appealing presentations and speeches for leadership
- Be available to assist other staff in program areas whenever communication assistance needed



WHAT EDUCATION & TRAINING IS REQUIRED?

A Bachelor's degree in agricultural communications, agriculture marketing, journalism, or public relations

THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, computer courses, art, English, public speaking

TYPICAL EMPLOYERS

Small to large agricultural companies and organizations, marketing agencies, or you may freelance

FUTURE JOB MARKET/OUTLOOK



SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- Public Relations Society of America
- National Agri-Marketing Association
- North American Agricultural Journalist

AVERAGE ANNUAL FULL-TIME SALARY

\$56,000