

Illinois Pork Producers Association

Director of Communications

Overall Purpose and Main Objectives:

Responsible for Illinois Pork Producers Association (IPPA) communications and media relations (print, radio, television and other electronic media), including the production of news releases and media communication for the Association. Responsible for developing and building working relationships with print, broadcast, Internet and social media outlets. Works with producers and industry leaders, the National Pork Board (NPB) and the National Pork Producers Council (NPPC) and commodity partners to support the public policy initiatives and positions of IPPA members and various issue management and communication functions of the association.

Basic Duties and Responsibilities (List in order of importance):

1. Responsible for all communication efforts of the association including news releases, newsletter development, create photo and video opportunities, website development and a detailed social media plan that advances IPPA positions, its members and the industry as a whole through paid and earned media.
2. Develop and maintain relationships with external (local, state and national) print, broadcast, Internet and social media and serve as the first point of contact and spokesperson for external media inquiries.
3. Create and execute multi-media action plans to influence proactive news coverage, producer interviews and feature story opportunities on behalf of the Association.
4. Arrange and attend news conferences, farm tours and promotional activities.
5. Monitor and track news coverage of pork and agricultural issues.
6. Advise IPPA members and producers on media relations, as needed.
7. Conduct media training as needed.

Additional Responsibilities:

1. Assist Executive Director in special areas of work where needed and assigned.
2. Assist in the operation of the Illinois State Fair Pork Patio.
3. Assist in the planning and implementation of the Illinois Pork Expo.

Required Qualifications and Skills:

Bachelor degree in communications, public relations or related discipline or the equivalent combination of education, professional training, or work experience. Must possess strong written, verbal and interpersonal communications skills. Strategic thinker, resourceful and persuasive enough to successfully pitch news story ideas to reporters and editors in all media. Interest in public policy process or politics. Ability to simultaneously work on multiple projects. Customer service focus. Ability to meet frequent, tight deadlines. Individual should possess computer skills including word processing, power point, and database management. Strong familiarity with social media and online platforms including Facebook, Twitter, Hootsuite and You Tube.

Preferred Qualifications and Skills:

Bachelor degree in communications, public relations or related discipline and at least two years experience as a journalist or media relations specialist.

Excellent interpersonal and communications skills, especially writing and speaking. Proven networking ability. Resourceful. Responsive. Effective problem solver. Individual should be current with media personnel changes, communication trends and technology and be an outstanding media relations strategist. Person should be fluent with issues that impact Illinois agriculture and capable of simplifying them. Ability to work independently and without direct supervision. Ability to produce quality work on deadline and under pressure. Working knowledge of IPPA media outlets. Experience in web site administration is helpful but not required

Physical Requirements:

Normal office environment. Must be able to travel offsite for meetings/events. Must be available after hours and weekends to attend and participate in scheduled events. Physical demands – must be able to lift between 30-50 pounds. Must possess a valid drivers' license.

How to Apply:

Interested applicants are highly encouraged to submit electronically a cover letter, resume, salary history, and references to Jennifer@ILPork.com

To submit by mail send to:
IPPA C/O Jennifer Tirey
6411 S. 6th St. Rd.
Springfield, IL 62712

Submissions are due by August 21, 2015.

"The above statements are intended to describe the general nature and level of work being performed by people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, or skills required of personnel so classified."