



JOB DESCRIPTION

Job Title: Public Relations Manager	Department: Marketing & Communications
Incumbent:	Reports to: Director of Marketing & Communications
Supervises: No one	Original Date: March 2015
FLSA: Exempt	Revised: October 2018

Position Summary:

This position is responsible for the management of an effective and efficient media relations and public relations communications program for the Iowa Corn Promotion Board and Iowa Corn Growers Association. It initiates and manages communications projects, specifically for Public Relations and Media, with other internal departments in the areas of research, marketing, public policy and grower services, ensuring that the organizations' image is consistently and appropriately communicated in the various target segments.

Essential Position Accountabilities:

1. The PR Manager manages in cooperation with the Director of Marketing & Communications and in collaboration with the department team:
 - a. Media outreach/relations;
 - b. Press releases, speeches, and talking points;
 - c. Actively pitching stories;
 - d. Responding to media inquiries;
 - e. Work in cooperation with national and state partners on public statements;
 - f. Coordinate communication activities with Government Relations on Calls to Action and other communication with legislators;
 - g. Prepare directors and staff for media interviews;
 - h. Develop the annual media and PR budget for the organization;
 - i. Communications & Public Relations-related projects as needed including photography, presentations, pictures management, and design (posters, brochures, etc.)
 - j. Media tracking and reports on impressions reach, etc.
2. Serve as public relations lead for
 - a. Activities and projects implemented by the Iowa Corn Cy-Hawk, Iowa Corn Quest Tour, CommonGround, Iowa State Fair, Commodity Classic, Day on the Hill, etc.;
 - b. Grassroots programs and other key projects;
 - c. Policy, regulatory and legislative priorities;
 - d. Crop conditions and conservation programs;
 - e. Policy, regulatory and legislative priorities;
 - f. Crop conditions;
 - g. Top markets for Iowa corn, livestock, ethanol, exports, new uses

- h. Media training in cooperation with Training Manager
- 3. Contributes to communication programs with state corn check off organizations, state commodity groups and national agricultural organizations.
- 4. Develops and maintains contacts with media in multiple platforms.
- 5. Develops and maintains relationships with communicators in government, industry and other agricultural organizations.
- 6. Manages information, research, and data retention on corn facts, industry, trends, etc. as resource for staff and directors.
- 7. Serves as primary information source for external questions and concerns, as well as responding to general inquiries about corn and Iowa's corn organizations. Also manages Communications Department files.

Additional Responsibilities:

This position also initiates or is directed by the Chief Executive Officer to perform additional duties or tasks to support the Iowa Corn Grower's mission.

Knowledge, Skills and Abilities Required:

1. Education/Experience: Bachelor's degree (BA) in related field from four-year college or university plus minimum of three to five years' related experience and/or training; or equivalent combination of education and experience. Expertise preferred in public relations, media relations, marketing, and communications. Ability to manage multi-level projects in a high volume, ever-changing environment. Understanding and awareness of agricultural socio-economic and environmental issues necessary.
2. Language Skills: Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures or governmental regulations. Ability to write reports, business correspondence, and procedures annuals. Ability to effectively present information and respond to questions from groups of managers, farmers, customers, and the general public.
3. Mathematical Skills: Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
4. Reasoning Ability: Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
5. Certifications, Licenses, and Other Registrations: Valid Drivers' License required. Accredited in Public Relations (APR) certification desirable.
6. Personal Computer/Office Skills: Ability to create "table of contents" documents, create and perform various data sorts on spreadsheets. Advanced Internet search skills, advanced Word documents skills; media tracking tools. Ability to create advanced Power Point presentations; ability to maintain web site. Photography experience, photographic cataloging, and graphic proficiencies necessary.
7. Supervisory Responsibilities: None
8. Other Skills and Attributes: Ability required to write memoranda and reports that conform to style and format, effectively utilizing creative skills.

Environmental Conditions:

Association employees work in a professional office environment that is highly visible to its members, and is entirely smoke free. Work is completely indoors in ventilated office area. Moderate noise levels typical of a business office with computers and printers, light traffic. In-

city travel is required with limited out-of-town travel with stays of two to three days and infrequent travel up to five days for annual meetings such as Commodity Classic.

Physical and Mental Demands:

1. The physical and mental demands of this position are representative of those that must be met by an employee to successfully perform the essential job functions.
2. While performing the duties of this job, employee is regularly required to use hands to finger, handle, feel objects, tools, or controls, and talk and hear. The employee frequently is required to sit and reach with hands and arms. The employee is occasionally required to stand, walk, stoop, or kneel. The incumbent must occasionally lift and/or move up to 25 pounds.
3. Specific vision abilities required by this job include close vision, distance vision, depth perception, and the ability to focus.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions. The Iowa Corn Growers Association reserves the right to review each requested accommodation and determine if such poses an undue hardship.

Behavioral Expectations:

1. Represents Iowa Corn positively, professionally, courteously and effectively.
2. Assists or takes on new tasks to help Iowa Corn achieve its mission.
3. Maintains confidentiality regarding personnel and organizational information.
4. Shows sensitivity and respect for the cultural and ethnic diversity of members, staff and other community members and groups.
5. Adheres to Iowa Corn's Code of Ethics at all times.

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The description given is intended only to provide information about the general nature of the job and is not an all-inclusive list of the job duties, skills or abilities that may change from time-to-time.