

Digital Content Creator/Coordinator for Ag News at Learfield

Reports to: Cyndi Young, Director of Brownfield & Ag Operations for Learfield

Division/Location: Ag News, Jefferson City, Missouri

Job Purpose: The digital content creator/coordinator is part of the ag news team. The role is focused on creating unique multi-media content and coordinating content created by the Brownfield team for placement/distribution on various multi-media platforms.

Key Responsibilities:

- Create & coordinate/repurpose content across Brownfield's digital/social platforms (audio, video, images, text)
- Curate, source, and grow Brownfield's image library for use across all digital platforms
- Website content liaison and quality control
- Quality control and coordinator for Brownfield eNewsletters
- Quarterback of Brownfield, Learfield ag brands social-media management platform
- Quality control and coordinator for Learfield ag brand products

Job Specifications/Requirements:

- Bachelor's degree in agricultural communications/journalism/leadership or related field; or equivalent experience
- Strong understanding of agriculture
- Ability to communicate professionally and effectively in writing and verbally
- Technology proficiency with excellent grasp of digital and social media
- Familiar with Adobe Creative Suite
- Experience editing and producing audio (video skills a plus)
- Solid organizational skills, attention to detail
- Growth mindset
- Creative problem-solver
- Self-starter; able to work independently and in a team environment
- Ability to meet and manage deadlines
- Highly collaborative
- Ability to adapt and think on your feet in fast-paced environment

If interested, please send your resume along with a cover letter explaining why you would be a great fit for this job to cyoung@learfield.com.

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