

## **TFBF Communications Division Assistant Director**

### **Summary/Objective**

Assist the Director and staff of the Communications Division in the creation and implementation of a strategic, multi-faceted communications program designed to build and strengthen the organization's role and reputation as a leader and authoritative voice for Tennessee agriculture.

### **Essential Functions**

- Build and foster collaborative relationships with other divisions within the organization.
- Create materials to promote and publicize program activities.
- Create content utilizing social media platforms to distribute our message.
- Facilitate media training sessions.
- Build and foster long-term working relationships with various groups, including media, public affairs offices, other agriculture organizations and members of the community.
- Assist and/or produce relevant video and audio content.
- Create content for news releases, materials and talking points.
- Create and manage public relations database, update records, train other staff and utilize measurement/tracking.
- Aid in updating departmental system for maintaining video and photo archiving.
- Contribute creative ideas for content.

### **Desired Skills and Experience**

- Bachelor's degree in relevant field
- 2-3 years of public relations or media experience
- Excellent writing skills
- Eye for graphic design and video production
- Knowledge of social media platforms
- Leadership
- Teamwork
- Willingness to learn new skills

### **Bonus**

- Public relations experience in agricultural industry
- Agricultural knowledge
- Photography skills

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