

Soil Health Partnership (SHP) Communications Specialist

Summary:

The Soil Health Partnership (SHP) seeks a strong communicator to assist in implementation of the organization's communications efforts. A new staff position, the Communications Specialist will assist with external and internal communications for SHP, be an advocate for soil health practices and aid in the eventual public release of long-term data results. The selected candidate will have the opportunity to make a lasting difference in agriculture and the environment. Reports to Soil Health Partnership Executive Director

Specific Role Responsibilities

- Provide assistance in refining and implementing SHP communications objectives in support of program strategic mission.
- Engage media proactively to cover soil health issues and the SHP. Grow SHP's role as a leading voice in soil health.
- Work to increase awareness of soil health benefits in farming community, and work to share positive progress in agriculture with general audiences.
- Work with staff and communications contractors to foster group teamwork dynamic.
- Oversee and grow SHP social media channels, engaging with key audiences, including monitoring grower forum boards.
- Working with a team of contractors, contribute to production of video, photography, brochures, news releases, articles, profiles, website content and other storytelling tools.
- Help develop and execute the annual Soil Health Summit.
- Promote SHP field days and assist field managers with advertising and other communications details.
- Visit enrolled farmers, attend several field days, research meetings, regional and national conferences, and other events as needed.
- Coordinate efforts with diverse partners and stakeholders.

Required Skills/Experience

- Bachelor's degree from an accredited college or university with a degree in Journalism, Communications or Marketing.
- Strong written and verbal communication skills, a persuasive and passionate communicator that is engaging and can speak to multiple audiences.
- Excellent project management skills and attention to detail.

Time Requirements:

- This position is full-time with occasional travel required.

PROGRAM CORE COMPETENCIES:

- Customer support - Responsive to needs of members and prospects. Takes personal responsibility for service delivered. Is courteous and responsive to members. Sets realistic expectations with members regarding requests for additional services.
- Team support - Is seen as a collaborator, and one who can contribute in a team setting. Encourages all members to participate, and keeps team focused on goals and objectives. Demonstrates a willingness to work with all those involved in the task at hand.
- Initiative - Acts independently while working to achieve performance objectives. Takes action to improve or remedy situations that may be problematic by offering solutions, insights, and suggestions to those involved.
- Adaptability - Adapts to change, is open to new ideas, takes on new responsibilities, handles pressure, and adjusts plans to meet changing needs.
- Results Focus - Can be counted on to meet or exceed goals; pushes self and others for results; is a conscientious worker who can be relied upon to handle unforeseen obstacles.
- Customer Focus - Meets internal and external customer expectations; delivers upon commitments; build customer confidence; follows through on requests gaining trust and respect.
- Judgement - Uses good problem solving and analytical skills in making decisions. Thinks through the impact of decisions and actions on other people and programs.
- Coordination- independently cross checks data, projects, and communications across geography and multi-level collaborations with partnering organizations.

If interested please email soilhealth@ncga.com or call (636) 733-9004

Please visit soilhealthpartnership.org for more information on the Soil Health Partnership.