



McCarty Family Farms Communications Coordinator

The Communications Manager reports to and works closely with the Director of Marketing and Communications. They'll work to assist with internal and external communications for McCarty Family Farms. Their main duties include managing the Visitor Center at McCarty Family Farms and provide support with content creation for social media, websites, and special events to help further the McCarty Family Farms Brand. The ideal candidate will be an excellent communicator, with brilliant presentation and organizational skills.

Specific responsibilities include

- Manage all functions of the Visitor Center including scheduling, planning and hosting guests.
- Develop and maintain relationships with area schools, businesses and civic groups from the Learning Center Perspective.
- Maintain interactive displays and information and assist with potential sponsorship, growth or update opportunities.
- Promote on-going McCarty Family Farms genetics and assist with genetic brand creation.
- Assist with media inquiries and other earned media opportunities.
- Create and distribute informational and promotional pieces (brochures, banners, one-pagers).
- Assist with content calendars, content creation and implementation for MFF social media efforts on various platforms including, but not limited to Facebook, LinkedIn, Instagram, Twitter, and TikTok.
- Support internal communications with collaboration of the Human Resources team, specifically the company e-newsletter, letterheads, logos and other branding needs.
- Offer communications support to human resources team when needed to implement social media campaigns for employment opportunities.
- Serve on the Crisis Communications team and assist with planning and trainings for company-wide preparedness.
- Serve as liaison to Southwest Dairy Farmers, Kansas Dairy Association and other relevant checkoff organizations.
- Assist with overall McCarty Family Farms brand development and promotion.
- Perform other vital duties as assigned.

Requirements:

- Bachelor's degree in communications, journalism, public relations or relevant field.
- Strong Knowledge of the dairy industry.
- Experience in a similar role preferred, but new graduates will also be considered.
- Proven experience creating targeted content is advantageous.
- Strong knowledge of communication practices and techniques.
- Outstanding written and verbal communication skills.
- Must be able to multitask and work well under pressure.
- Excellent organizational and leadership abilities.
- Ability to adapt to changing role and environment.
- Willingness to work within a dynamic work environment.

Please email questions or resumes to Allison Ryan aryan@mvpdairyllc.com