



**Position Description:** Iowa Pork Producers Association  
**Position Title:** Communications Director  
**Supervisor's Title:** Chief Executive Officer  
**Nature of Position:** Regular Full Time: Exempt Position

- a. Serve as Communications Director for the Association.
- b. Responsible to and reports to the Chief Executive Officer (CEO).
- c. Recommends and participates in committee formulation of policy to the IPPA Board of Directors as assigned in specific descriptions.
- d. Due to the nature of the organization and its response to industry concerns, the Communications Director may be held responsible for specific duties not contained in this description at the direction of the CEO.

**Qualifications/Background Requirements:**

Education: College graduate with business marketing/advertising/journalism/or related degree preferred. Understand agriculture business marketing and agricultural communications with course work in journalism, public relations, advertising, marketing or business preferred.

Skills: Should possess personnel management talents, an understanding of administrative procedures, a good ability to work with people, excellent writing skills and an ability to communicate well both in verbal and written form.

Relevant Experience: At least four years of journalism/public relations experience necessary.

**Position Responsibilities:**

1. Develop, implement and maintain the total association communications and Public Relations plan as recommended by the CEO with guidance from the Public Relations Committee and Board of Directors.
2. Maintain and increase communication to producers regarding checkoff and non-checkoff programs through multiple vehicles, including the bi-monthly publication of the *Iowa Pork Producer* magazine, -monthly *News for Members* e-newsletter and bi-weekly *SIP Communicator* e-newsletter.
3. Responsible for county pork producer organization support and event planning.
4. Responsible for issues management and public relations projects/campaigns, including direct support to the Coalition to Support Iowa's Farmers.
5. Administer and maintain association website. Ensure that website reflects established association objectives, principles, ethics and image.
6. Prepare and distribute association news releases, including October Pork Month kits and Iowa Pork Congress event releases.
7. Coordinate and maintain a cohesive association identity in all communications activities, printed or other.
8. Assist other staff in development and production of association handbooks, brochures, flyers and other promotional or educational materials.
9. Respond to media inquiries, prepare producers to respond to media inquiries and develop relationships with key media.
10. Maintain the association's photo files of board of directors, committee members, staff and graphics.
11. Communicate the benefits of association programs to producers, consumers and members of the community by being well briefed in all activities of the organization.
12. Manages the Communications Manager position.
13. Foster and promote the concept, purposes and programs of the Iowa Pork Producers Association.

**Committee Assignments**

Public Relations Committee  
Iowa Pork Promotions, Inc.



Full Time Position Available

Position Title

Communications Director

Brief Position Description

Works closely with committees and other staff to develop, implement, and maintain the total association's communications plan. Communicate with pork producers and the general public regarding checkoff and non-checkoff programs through multiple communications vehicles. Direct the association's issues management and public relations projects and campaigns. Serve as a support liaison for county organizations regarding public relations and event planning.

Qualification/Background Requirements

Bachelor's degree in business marketing, public relations, or journalism preferred. At least four years of professional experience in communications, agricultural communications, marketing or public relations will be given preference.

Skills

Should possess a good ability to work effectively with people; communicate well in verbal and written form; and understand the culture of associations.

Location

Will be located at the association's office in Clive (western suburb of Des Moines)

Salary

Will be determined based upon experience and education

Contact Information

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Applications

Please send letter and application by January 23rd, 2023