

## Oklahoma Farm Bureau & Affiliated Companies Job Description

<b>Job Title:</b> Digital Content Coordinator		<b>Department:</b> Communications & Public Relations (Dept 604)	
<b>Accountable to:</b> VP of Communications & Public Relations		<b>Issued:</b> 05/2026	
<b>WC Code:</b>  <b>Grade Level:</b> 10	<b>Type of position:</b> <input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Intern <input type="checkbox"/> Seasonal	<b>FLSA:</b> <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt	<b>Position Details:</b> <input checked="" type="checkbox"/> Individual Contributor <input type="checkbox"/> Supervisor/Manager (direct reports)

**Primary Purpose:** Under the direction of the Vice President of Communications & Public Relations, assist with the management of the organization’s digital communications platforms and support communications efforts across platforms and mediums while providing technical and creative assistance in the department to promote the organization’s activities and the image of Oklahoma agriculture. This position will be approximately 40% online platforms management, 40% content production and 20% layout and design support.

### Essential Duties and Responsibilities

1. Coordinate the management of organizational social media platforms by creating content plans; creating graphics and other assets for social media; posting to the organization’s social media platforms; managing comments and interactions; participating on behalf of the organization on social media platforms; and provide reporting of social media metrics
2. Assist county Farm Bureaus with social media training and content
3. Update and maintain organizational websites with a combination of self-produced and team-produced content utilizing industry standards for a top user experience
4. Research, design and implement new and emerging website features and technologies to maximize utility and usability of organizational websites
5. Effectively write clearly and informatively using Associated Press style standards to produce news articles, press releases, feature stories, website articles, social media messaging and more
6. Proofread and edit written and designed products to ensure all communications are accurate and free of spelling, grammatical and factual errors
7. Provide graphic design support for the creation of graphics, logos and graphic treatments
8. Create and distribute email newsletters and manage audiences and contact lists
9. Create electronic communications messaging and distribute to internal and external audiences using OKFB’s email and other electronic communications platforms
10. Design and layout marketing and communications products for print and digital delivery, including email communications, brochures, handouts, pamphlets, handbooks, guides and more
11. Shoot and edit photos to appear on digital platforms, in publications and in other mediums
12. Assist with creation of video projects for the organization’s digital platforms
13. Conduct basic research and share findings on a variety of topics, including agriculture production information, industry best practices and other topics, as directed.
14. Attend organizational programs and events as needed and produce content from event activities
15. Collaborate to develop marketing and communications pieces pertaining to issues and topics current and important to the organization and agriculture industry

16. Work collaboratively and creatively with department staff to conceptualize, develop and produce communications products to accomplish departmental and organizational goals
17. Meet with internal team and, with a positive attitude, adjust work product to fit goals and objectives.
18. Ensure adherence to brand standards and guidelines
19. Travel, as needed, to cover stories, events and programs

## **Competencies**

To perform the job successfully, an individual should demonstrate the following competencies:

**Analytical** - Synthesizes complex or diverse information; Collects and researches data; Uses intuition and experience to complement data; Designs workflows and procedures.

**Technical Skills** - Assesses own strengths and weaknesses; Pursues training and development opportunities; Strives to continuously build knowledge and skills; Shares expertise with others.

**Interpersonal Skills** - Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to others' ideas and tries new things.

**Oral Communication** - Speaks clearly and persuasively in positive or negative situations; Listens and gets clarification; Responds well to questions; Demonstrates group presentation skills; Participates in meetings.

**Written Communication** - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

**Teamwork** - Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive team spirit; Puts success of team above own interests; Able to build morale and group commitments to goals and objectives; Supports everyone's efforts to succeed.

**Judgement** - Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

**Motivation** - Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

**Professionalism** - Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration regardless of their status or position; Accepts responsibility for own actions; Follows through on commitments; Maintains regular and punctual attendance.

**Quality** - Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

**Quantity** - Meets productivity standards; Completes work in timely manner; Strives to increase productivity; Works well in a fast-paced, deadline-driven environment.

## **Qualifications**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

## **Education and/or Experience**

Bachelor's degree or other four-year degree from accredited university in Agricultural Communications, Journalism, Communications, Design, Marketing or Related Field. Two or more years of work or equivalent experience working with publications, communications, public relations or graphic design is preferred.

Candidates may be requested to provide a portfolio of work samples.

## **Language/Communication Skills**

Ability to write routine reports and correspondence. Ability to speak effectively before groups of members, customers or employees of organization. Excellent communication skills and proven problem-solving skills are necessary. Must have the ability to collaborate as a team and possess skills to work independently.

## **Mathematical Skills**

Basic ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

## **Reasoning Ability**

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or visual form. Ability to deal with problems involving several concrete variables in standardized situations.

## **Computer Skills**

To perform this job successfully, an individual should have knowledge of computers and computer systems, be proficient (creatively and technically) in Adobe Creative Suite including InDesign, Photoshop, and Illustrator, and possess exceptional writing skills, including feature writing. Successful candidates should have experience with online communications platforms, including (but not limited to) website management platforms, email communications platforms and online communications platforms; experience with Wordpress, Mailchimp and Canva is preferred. Knowledge of AP Style is required. All candidates must be proficient in Microsoft Office tools, including Word, PowerPoint, Excel and Outlook.

## **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit and use hands to finger, handle, or feel. The employee is frequently required to stand; walk; reach with hands and arms and talk or hear. The employee is occasionally required to stoop, kneel, crouch, or crawl. The employee must regularly lift and /or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

**Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.