

AG COMMUNICATIONS

AgCareers.com developed career profiles for high demand jobs in the agricultural industry. These career profiles are a helpful resource for students and job seekers to explore new roles in the industry, as well as for career educators.

Ag Broadcaster

JOB OVERVIEW

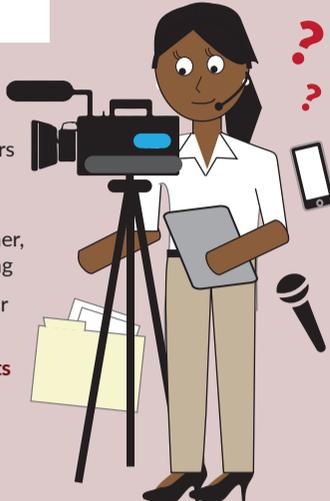
Gather & organize agricultural news stories to share with viewers or listeners

Determine, write & report on editorial content including weather, markets, and feature programming

Perform interviews on location or in studio

Shoot video footage for segments

Assemble advertising packages then write, produce & shoot



JOB OUTLOOK



POOR FAIR GOOD GREAT EXCELLENT

EDUCATION NEEDED

Bachelor's degree in communications, ag communications, journalism, or broadcasting

RECOMMENDED H.S. COURSES

Ag education, writing, English, computer courses, public speaking

TYPICAL EMPLOYERS

Trade publications, newspapers, radio & television shows or stations with an ag focus

Ag Journalist

JOB OVERVIEW

Plan & produce web & print articles that report trends & news in agriculture

Research & verify data as well as sources for stories

Proofread material for accuracy & appropriateness

Photograph or videotape events or story subjects

Assist in the design of layout for publications



JOB OUTLOOK



POOR FAIR GOOD GREAT EXCELLENT

EDUCATION NEEDED

Bachelor's or Master's in communications, journalism, or ag-specific majors in these fields

RECOMMENDED H.S. COURSES

Ag education, English, writing, computer courses, economics

TYPICAL EMPLOYERS

Trade publications & newspapers with an ag focus as well as agricultural companies & organizations

Communications Specialist

JOB OVERVIEW

Help oversee & implement the branding, writing, editing, and public and media relations for an agricultural organization(s)

Write & design company literature and collateral materials

Research, draft & disseminate press materials to appropriate news media

Update information on company websites and social media outlets



JOB OUTLOOK



POOR FAIR GOOD GREAT EXCELLENT

EDUCATION NEEDED

Bachelor's degree in communications, ag marketing, ag journalism, public relations, or related field

RECOMMENDED H.S. COURSES

Ag education, English, writing, computer courses, public speaking

TYPICAL EMPLOYERS

Large & small ag organizations, marketing agencies, or you may freelance

Event Manager

JOB OVERVIEW

Plan & organize events

Assess necessary budgets for events; negotiate prices & accommodations

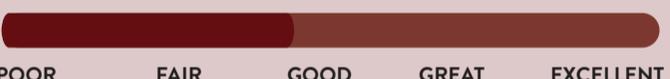
Prepare & mail invitations, or work with marketing to promote event; keep track of RSVPs

Monitor event as it's taking place & resolve issues as they arise

Hire & supervise event staff



JOB OUTLOOK



POOR FAIR GOOD GREAT EXCELLENT

EDUCATION NEEDED

Bachelor's in business, hotel & restaurant management, PR, communications

RECOMMENDED H.S. COURSES

Ag education, English, mathematics, personal finance, computer courses

TYPICAL EMPLOYERS

Some ag organizations hire to handle events, field days, tradeshow, etc. Others are self-employed

Graphic Designer

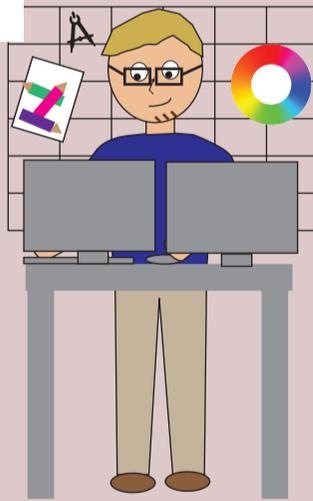
JOB OVERVIEW

Create & design graphical marketing content & media using computer software

Work through various forms to produce materials: print, video, social media, presentations, ads, blogs, newsletters, etc.

Develop creative concepts for business marketing needs, externally or internally

Work with marketing team to execute outlined strategies



JOB OUTLOOK



POOR FAIR GOOD GREAT EXCELLENT

EDUCATION NEEDED

Associate's or Bachelor's in graphic design, digital marketing, or related field

RECOMMENDED H.S. COURSES

Ag education, English, mathematics, art, design, computer courses

TYPICAL EMPLOYERS

Agricultural companies or organizations large & small, marketing agencies, or freelance

Social Media Strategist

JOB OVERVIEW

Develop, manage & track social media content & distribute an organization's brand to masses

Write effective content & support digital campaigns to drive optimum consumer & commercial engagement

Manage day-to-day social editorial calendar for all channels

Record, monitor & analyze metrics & analytics of marketing programs & campaigns



JOB OUTLOOK



POOR FAIR GOOD GREAT EXCELLENT

EDUCATION NEEDED

Bachelor's or Master's in communications, marketing, digital media, or ag communications

RECOMMENDED H.S. COURSES

Ag education, English, writing, graphic design, art, computer courses

TYPICAL EMPLOYERS

A wide variety of agricultural companies & organizations; also marketing agencies & freelance

PROFESSIONALS IN AG COMMUNICATIONS CAN EXPECT TO EARN AN AVERAGE OF \$49,000 PER YEAR