

# 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



### 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



### 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



### 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



### 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

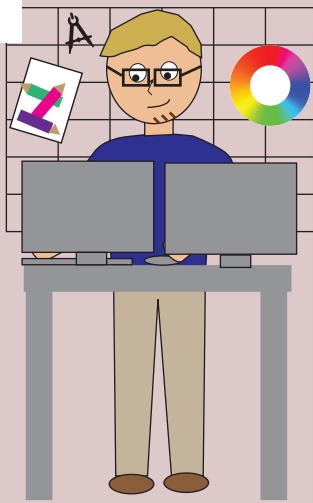
### JOB OVERVIEW

**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



### 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

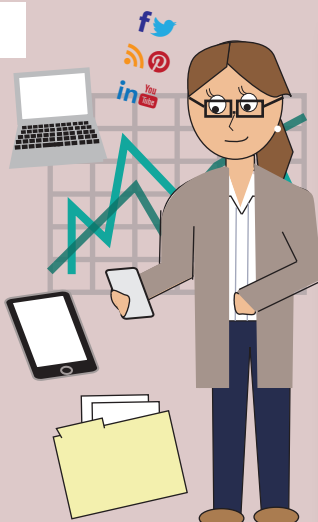
### JOB OVERVIEW

**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



### 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**