

National Council of Farmer Cooperatives (NCFC)

Washington, D.C. (Hybrid) | www.ncfc.org

Manager, Communications

Why This Role Matters

Farmer cooperatives are operating in a challenging economic and policy environment. NCFC must communicate clearly and persuasively to policymakers, members, and the public. A modern, strategic digital presence is essential to ensuring that the cooperative voice is heard — and understood — in Washington and beyond.

Position Overview

NCFC is seeking a strategic, digitally fluent Communications Manager to lead and elevate the organization's social and digital media presence. This role will strengthen NCFC's voice across digital platforms, expand audience reach, enhance engagement with policymakers and member cooperatives, and ensure that NCFC's policy advocacy and industry leadership are communicated clearly, consistently, and effectively.

The ideal candidate understands both policy communications and platform strategy. The Communications Manager will report to the Senior Vice President, Strategy & External Affairs.

Key Responsibilities

Digital & Social Media Strategy

- Develop and execute a comprehensive social and digital media strategy aligned with NCFC's advocacy and member engagement goals.
- Manage and grow NCFC's presence on LinkedIn, X, Facebook, YouTube, and emerging platforms as appropriate.
- Identify opportunities to expand reach among policymakers, media, member cooperatives, and allied organizations.
- Track analytics and translate performance data into actionable recommendations.

Content Development & Storytelling

- Draft engaging social media posts, graphics, short-form video scripts, and digital campaigns tied to legislative developments, events, and industry trends.
- Translate complex federal policy issues (Farm Bill, tax policy, trade, labor, regulatory issues) into accessible, persuasive content.
- Produce visual and multimedia content that strengthens NCFC's brand.

Digital Campaigns & Advocacy Support

- Support grassroots and advocacy campaigns with digital toolkits and messaging resources.
- Align digital messaging with Government Affairs priorities and coalition efforts.

- Assist in drafting talking points, statements, and press materials as needed.

Website & Digital Assets

- Help manage and update NCFC's website to ensure timely, relevant content.
- Optimize digital content for search visibility and audience engagement.
- Maintain consistent branding across digital platforms.

Events & Member Engagement

- Assist in the preparation for the NCFC Annual Meeting, Washington Conference, and Government Affairs and ESSG Committee meetings.
- Develop social and digital content strategies for NCFC events, including pre-event, live-event, and post-event coverage.

Monitoring & Reporting

- Monitor media and digital conversations relevant to farmer cooperatives and federal agricultural policy.
- Prepare monthly digital performance reports with recommendations for improvement.
- Benchmark NCFC's digital presence against peer organizations.

What Success Looks Like in Year One

- Measurable growth in audience reach and engagement across key platforms.
- Increased digital visibility during major policy debates (e.g., Farm Bill, tax legislation, trade issues).
- Stronger integration between digital communications and NCFC's advocacy strategy.
- More consistent, polished, and visually compelling digital content.
- Clear analytics reporting that informs leadership decisions.

Qualifications

- 3–6 years of experience in communications, digital media, public affairs, or a related field.
- Strong writing skills with the ability to simplify complex policy topics.
- Demonstrated experience managing organizational social media accounts.
- Experience with content creation tools (e.g., Canva, Adobe Creative Suite, video editing platforms) and content management systems (e.g., WordPress).
- Familiarity with analytics tools (LinkedIn Analytics, X Analytics, Google Analytics, etc.).
- Experience in agriculture, trade associations, or public policy communications strongly preferred.
- Ability to work quickly and independently in a fast-paced policy environment.
- Bachelor's degree in communications, public relations, journalism, political science, or related field.

Salary & Benefits

- Starting salary of \$85–100,000 annually, based on experience.
- Comprehensive benefits including 401(k), medical, dental, and vision coverage, and paid time off.
- Commuter benefits to support transit and parking needs.
- A collaborative, mission-driven work environment.
- Support for professional development, including conferences, training, and leadership development opportunities.

Equal Opportunity Employer

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, marital status, personal appearance, family responsibilities, genetic information, or disability.