



www.uswheat.org

3103 10th Street North, Suite 300
Arlington VA 22201

Director of Communications Job Description

U.S. Wheat Associates (USW) has an opening for a Director of Communications in a hybrid work environment based in its Arlington, Virginia, Headquarters Office.

About USW:

USW is the non-profit, export market development organization for the U.S. wheat industry, promoting the reliability, quality and value of all six U.S. wheat classes to wheat buyers, millers, bakers, food processors and government officials in more than 100 countries. Its mission is to: "Develop, maintain, and expand international markets to enhance wheat's profitability for U.S. wheat producers and its value for their customers." Funding is made possible through checkoff dollars, goods and services from 17 state wheat commissions and cost-share grants from the USDA's Foreign Agricultural Service.

About the Position:

The Director of Communications reports to the Vice President of Communications and helps USW fulfill its mission by:

- Working collaboratively to plan and implement producer-focused and market development communications across a range of media that reflects USW's mission.
- Managing all digital communication touchpoints including content creation, deployment across the website, social media, email marketing, and other media channels, and performance analysis.
- Optimizing website content for search engines.
- Engaging with overseas offices on communications needs and guiding their social media efforts.
- Helping manage new video and photography projects.
- Researching and writing news releases, articles for USW newsletters, policy reports, etc.
- Media relations and monitoring.
- Other duties as assigned.

Qualifications:

- Bachelor's degree in agricultural communications (preferred), journalism or public relations.
- Minimum 5 years' experience in a communications position, ideally in the agricultural industry.

- Demonstrated skill with Microsoft, Adobe software (or other design programs such as Canva), WordPress, and email marketing systems (USW utilizes Emma Email Marketing).
- Knowledge and understanding of current trends and best practices in digital and social media on a professional level representing a brand, organization or company voice.
- Strong organizational skills and keen attention to detail.
- Demonstrated written, verbal and online communications skills.
- Strong people skills and an upbeat and enthusiastic attitude.
- An interest in international trade and marketing with a willingness to travel.
- Ability to work effectively under tight deadlines and manage projects independently.
- Language skills are desirable.

Salary and Benefits

Compensation is commensurate with experience and skills; competitive for the Washington, D.C. region.

USW offers exceptional benefits including hybrid work environment, fully paid health, dental, life and disability insurance, generous 401K, FSA, competitive leave policies, federal holidays, and Metro commuting assistance.

Candidates should send a cover letter, resume, and relevant writing or digital communications samples via email no later than July 22, 2022, to:

Steve Mercer
 Vice President of Communications
 U.S. Wheat Associates, Inc.
smercerc@uswheat.org

Non-Discrimination and Alternative Means of Communications

In all its programs, activities and employment, U.S. Wheat Associates (USW) prohibits discrimination on the basis of race, color, religion, national origin, gender, marital or family status, age, disability, political beliefs or sexual orientation (not all bases apply to all programs). Persons who require alternative means of communication of program information (Braille, large print, audiotape, language translation, etc.) should contact USW at 202-463-0999 (TDD/TTY – 800-877-8339, or from outside the U.S., 605-331-4923). To file a complaint of discrimination, write to Vice President of Finance, USW, 3103 10th Street, North, Arlington, VA 22201, or call 202-463-0999. USW is an equal opportunity provider and employer. USDA information can be found here: <https://www.usda.gov/non-discrimination-statement>. To file a program discrimination complaint at USDA, a complainant should complete a Form AD-3027, USDA Program Discrimination Complaint Form, which can be obtained online, at www.usda.gov/sites/default/files/documents/usda-program-discrimination-complaint-form.pdf.

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