



Agriculture Communications Specialist

(Full-Time, Non-Exempt)

Overview

The Minnesota State Fair has a rich history of showcasing Minnesota's finest agricultural products through exhibits, education and competitions. Attendees from all 50 states and all around the world attend the Great-Minnesota-Get-Together to learn and enjoy these programs.

The Minnesota State Fair's competition department is responsible for coordinating hundreds of agricultural competitions including livestock, agricultural products and more! The Agriculture Communications Specialist is responsible for the coordination of communications for agricultural and competitive events and competitions for the Minnesota State Fair and Minnesota Beef Expo.

Essential Functions

- Coordinate exhibitor communications, including:
 - Create and send informational and marketing emails to arts, agriculture, livestock and horse show exhibitors.
 - Create, execute and track the State Fair agriculture social media campaigns.
 - Manage fair-time use of website, screens, and other communication technologies.
 - Create show catalogs and manage printing and distribution.
 - Manage fair-time results proofing and posting.
 - Proofread and edit competition department publications.
- Coordinate Beef Expo communications and youth programming, including:
 - Maintain the Beef Expo website.
 - Organize Beef Expo social media campaigns on Instagram and Facebook.
 - Coordinate the Minnesota Youth Beef Experience Program (MYBEP) and MYBEP Symposium.
 - Create show catalogs and manage printing and distribution.
- Administer and execute the Beginning Exhibitor Livestock Learning Experience (BELLE) grant program and reception.
- Administer the State Fair Scholarship program.
- Gather information and assemble submissions for the IAFE Agricultural and Competitive Exhibits awards.
- Coordinate livestreaming and livestock photography services.
- Assist with development of sponsorship opportunities for agricultural and competitive events and competitions.
- Collaborate with the marketing department to promote agriculture and competition exhibits.
- During peak activity times, work extra daily hours and periods with no days off. This will include weekends and extended hours in the month of August, during the 12 days of the fair and during the annual Beef Expo.
- Assist with tasks as assigned by either the immediate supervisor or other members of the competition team.

Required Qualifications

- Bachelor's degree in agricultural communication and marketing, agricultural education, journalism or related area of study; two years related experience; or equivalent combination of education and experience.
- Background in production agriculture.
- Computer skills, including experience with Microsoft Office Suite.
- Excellent oral and written communication skills, with strong attention to detail.
- Strong organizational and interpersonal skills.
- Experience managing publication projects and social media.
- Valid driver's license.

Preferred Qualifications

- Experience with databases and WordPress.
- Professional or volunteer event/marketing experience.

Employee Benefits

- State Pension Plan
- Paid Vacation & Sick Time
- Medical Insurance
- Dental Insurance
- Vision Insurance
- Short Term Disability
- Long Term Disability
- Employer Paid Basic Term Life Insurance
- Optional Additional Life Insurance
- Child Life Insurance
- Employee and Spouse Accidental Death and Dismemberment Insurance
- Pre-Tax Savings Options including Medical Dental Expense Account, Dependent Care Expense Account, Transit Expense Account – Parking and Bus Pass/Vanpool.
- Employee Assistance Program (EAP)
- Employee Development Opportunities

If you're interested in applying for this position you can apply online by visiting our career portal at:
<https://secure6.entertimeonline.com/ta/6121938.careers?CareersSearch>