

Job Description

Job Title	Communications Manager	Employee Name	
Reporting to	Marketing Director	Responsible For	AF Group Communications
Location	Honingham Thorpe, Colton, and any other reasonable locations as required		

Overview of Role

The purpose of this role is to strengthen AF's relationship with its farmer Members by giving them information that is original, interesting and engaging and which will ultimately enable help our Members to make better purchasing decisions for their businesses

The aim is to identify, distil, and explain market insights, data and general intelligence about the trends and influences in farm inputs (fuel, fertilizer, seed, feed, energy etc) to our farmer-Members across a variety of platforms.

Integral to the success of this role, you will need to;

- Build strong internal relationships;
- Gain a comprehensive understanding of agriculture and horticulture and the current issues facing farming;
- be able to identify information that is relevant and compelling for farmers for their purchasing and business decision-making;
- understand the key inputs that farmers purchase, as well as the wider forces impacting farmers at a time of momentous change.

You will be an excellent communicator and researcher who is creative and great at building and maintaining strong relationships.

Principal Duties and Responsibilities

- Coordinate, create and disseminate engaging information to AF farmer-Members in short and longer formats
- Engage with the AF procurement teams to identify content for transmission across all channels
- Work with external organisations and agencies and to identify essential insights for farmers
- Liaise with creative agencies to ensure the successful presentation and delivery of communications
- Engage with Members, suppliers, and partners to identify and create compelling content
- Arrange and manage photo or video content for release internally or through target media outlets
- Research and interrogate AF's systems to extract relevant data and information for farmers
- Plan, implement and edit all AF's online and print publications
- Create engaging content for AF social media presence (Twitter and LinkedIn) and website
- Adopt and embed new technologies to ensure content is transmitted effectively across the Group
- Plan, implement and attend events and initiatives to engage Members and increase spending.
- Identify new marketing tools and platforms to strengthen communication channels
- Work as part of AF Group team, promptly with member queries

Person Specification

Qualifications & Experience

- A graduate or a strong background in farming
- Fluent and confident communicator
- A strong copywriter
- Fluent in Microsoft Office

Personal Qualities

- Team player
- Creative, articulate and enthusiastic
- Curious and committed to continuous improvement

Signed (Employee):

Signed (Manager):

Date: