

Content Creator, Agriculture

Shift•ology Communication is looking for a Content Creator to support a variety of marketing and communication functions and various accounts in a hybrid work environment. The duties of this fast-paced position are diverse and require strong writing, storytelling skills and work ethic.

The Content Creator must possess superb written and verbal communication skills, understanding of audience, messaging and overall communication goals. This position is fast-paced, deadline-driven and requires the ability to collaborate with clients and co-workers. The candidate must have a degree in communication or related field and at least 3 years of experience. Preference will be given to an individual with a background and/or experience in agriculture and an understanding of agricultural business and operations. Experience with AP style and social media management is ideal. This hybrid position requires the candidate to have a home office and work regular business hours with approximately 20% travel time.

The Content Creator is a communicator who loves variety and will write and create a mix of written and visual content for:

- Promotional materials
- Presentations
- E-newsletters
- Websites
- Magazines
- Advertisements
- News releases and fact sheets
- Short-form video
- Social media - Facebook, TikTok, LinkedIn, Instagram and Twitter
- Creative and project briefs
- Podcasts
- New mediums

The Content Creator will also:

- Assist account managers to execute on tactics for clients
- Follow and implement brand guidelines
- Gather basic video, photos and written content
- Interview sources for stories
- Conduct research
- Implement editorial plans for client e-newsletters and magazines
- Pitch media story ideas
- Work with graphic designers to create content collaboratively
- Manage content libraries for clients
- Create meeting agendas
- Develop content calendars and recommend content topics
- Schedule projects and tasks
- Support events
- Prepare project work plans
- Implement campaign tactics as part of an account team
- Conduct literature reviews and stakeholder interviews
- Develop focus group questions

- Prepare reports
- Support Virtual Farm Trips®

Requirements

Bachelors in Communication, PR, Marketing, Journalism or a related field. Experience in agricultural communication, science communication and agency environment are preferred. Excellent personal communication skills and experience delivering communication in written, verbal and other forms. A minimum of 3 years experience in communication and content creation. The successful candidate will demonstrate proficiency in AP Style writing, basic layout and design, social media and simple video editing. Must be able to handle multiple projects with challenging deadlines, and work both independently and in a team environment.

Travel Requirements

20% travel for business and professional development purposes.

Work Hours

Full-time, salaried. Employee should set and adhere to his or her own regular schedule and be open to work outside of regular business hours. This is a deadline-oriented job and may require some work on evenings and weekends. Most evening or weekend events are scheduled well in advance, and the need to work outside regular business hours is primarily based on the individual's ability to plan and meet deadlines during the workweek.

Location

The headquarters of Shift•ology Communication is located in CoHatch at The Market in Springfield, Ohio. This position is hybrid and may involve occasional travel to the office or clients in the Greater Springfield area. While Shift•ology Communication primarily operates as a remote-working team, we equip you with tools and technology to easily connect with clients and teammates from any location. It's worth noting that office space is available, and in-person attendance is mandatory for specific meetings, events, and activities as scheduled and determined by client needs. **The content creator will be required to be in the office for up to 8 weeks the first year for training purposes, after which time the schedule will be re-evaluated.**

Salary and Benefits

Salary range is \$36,000-\$50,000 per year, paid twice monthly, with bonus potential. Two weeks of vacation/PTO are available with advanced scheduling, plus an additional week of vacation is provided the week between Christmas and New Year's. Five days of sick leave are available up front, which are prorated for the year based on your hire date. 401(k) and profit sharing available the Jan. 1 or July 1 after 6 months of continuous employment. Employee health plan available, with \$500 employer start-up contribution to HSA.

About Shift•ology

Shift•ology Communication a full-scale PR, Marketing Communication firm that is dedicated to the "science of change" for the bioscience industries it serves. The award-winning professional team applies science-based communication practices – such as research, neuromarketing and evaluation – to help our clients reach more, convince more and win more.

Job Title | Content Creator, Agriculture

We were founded in 2008 and are proud to be a certified [Ohio Women-owned Business Enterprise](#).

Vision

Be the communication partner who brings about positive, meaningful change for the communities we serve.

Mission

We clarify complicated concepts in agriculture, health and education to create more meaningful connections. We win when our clients are empowered to reach their stakeholders, convince them of their value and achieve measurable business wins.

Values

- Kindness is our favorite brand.
- Creativity and common sense are not mutually exclusive.
- Communication is a science-based practice - the science of creating meaning.
- We only win when our clients win.

We do some cool shift. Check it out here: shift-ology.com.

To Apply

Apply on our [website](#) with your resume, three references and work samples/portfolio by February 15. This position will remain posted until filled. <https://shift-ology.com/content-creator/>