

## **POSITION ANNOUNCEMENT – Colorado Wheat**

### **Communications Coordinator**

Colorado Wheat is seeking a motivated, energetic, team-oriented **Communications Coordinator**. The position is based in Fort Collins, Colorado.

Three grower-based organizations make up Colorado Wheat. The Colorado Wheat Administrative Committee (CWAC) manages the two cent per bushel checkoff funds and directs them towards research, marketing, communications, and education for the Colorado wheat industry.

The Colorado Association of Wheat Growers (CAWG) is a voluntary membership association that represents its dues paying members at the state and national levels while keeping them updated on issues that affect Colorado wheat farmers.

The Colorado Wheat Research Foundation (CWRF) takes ownership of wheat varieties and traits developed at Colorado State University (CSU). Varieties are marketed under the PlainsGold brand; royalties are collected from the sale of certified seed and returned to CSU to support wheat-related research activities.

#### **Responsibilities:**

1. Attend wheat-related events to attain and maintain knowledge of critical issues.
2. Implement communication strategies for all 3 organizations, as well as assist with membership and sponsorship opportunities for CAWG.
3. Develop print and e-newsletter content; design and distribute to Colorado Wheat membership.
4. Update and maintain website content, write press releases.
5. Manage social media channels and calendars.
6. Support internal company and external sponsored events.
7. Develop marketing materials for PlainsGold, in conjunction with Seed and Trait Specialist, as well as for CWAC and CAWG.
8. Event photography for publication and outreach efforts.
9. Recruitment of Sponsors (events, publication advertisements).
10. Collaborate with all CO Wheat staff to achieve group objectives; execute other projects as assigned.

#### **Qualifications:**

1. Bachelor's degree in Communications or Marketing preferred.
1. 2+ years of experience in a communications role.
2. Excellent written and verbal communication skills, including public speaking in front of Boards and external groups.
3. Experience with website content management systems.
4. Graphic design background in Adobe InDesign or similar.
5. Intermediate photography skills; experience with video editing a plus.
6. Passion for agriculture and self-motivation towards delivering on objectives.
7. Comfortable around farmers and seed growers; ability to function in a small office environment and foster team interaction.

The position reports to the Executive Director of Colorado Wheat. Salary range \$45k+. To apply, send resumes to:

Colorado Wheat, 4026 South Timberline Road, Suite 100, Fort Collins, CO 80525  
or email to: [brad.erker@coloradowheat.org](mailto:brad.erker@coloradowheat.org)