

TITLE	Communications Coordinator	DATE REVISED	July 20, 2026
DEPARTMENT	Brand & Engagement	FLSA (HR Use Only)	☐ Exempt ☒ Non-Exempt
REPORTS TO	Bailey Moon, Director of Brand & Engagement	Salary Range	\$55,000 - \$62,000

JOB SUMMARY:

Washington Farm Bureau (WFB) is seeking a creative, strategic, and collaborative Communications Coordinator to help tell the story of Washington agriculture. This position partners with department directors, staff, county Farm Bureaus, and organizational leaders to develop compelling communications that showcase our members, strengthen our brand, and support organizational priorities through video, photography, writing, digital communications, and storytelling.

The Communications Coordinator works collaboratively across the organization to develop communication strategies, create engaging content, and ensure consistent messaging that elevates the voices of agriculture.

ESSENTIAL JOB FUNCTIONS:

- Develop and execute strategic communications that advance the Organization's mission, strengthen its brand, and supports priorities.
- Partner with executive leadership and department leaders to develop messaging, communication plans, and public-facing initiatives.
- Lead the creation of compelling content across print, digital, social media, website, video, photography, email, and other communication platforms.
- Serve as the Company's primary media contact by managing media relations, preparing press materials, coordinating interviews, and supporting public relations efforts.
- Support the Company's digital communications, ensuring content remains engaging, consistent, and aligned with brand standards.
- Build relationships with members, County Farm Bureaus, industry partners, and stakeholders to promote engagement and tell the story of Washington agriculture.
- Coordinate communications projects from concept to completion, including planning, scheduling, budgeting, and coordination with internal teams and external vendors.
- Some travel throughout Washington to capture member stories, represent WFB at events, and support organizational initiatives.
- Monitor communication performance and recommend strategies that improve audience engagement and organizational visibility.
- Maintain consistency in the organization's brand identity, messaging, and communication standards across all platforms.
- Stay current on communication trends, technologies, and industry best practices to continuously improve organizational communications.
- Perform other duties as assigned.

SKILLS & ABILITIES:

- Exceptional written, verbal, and interpersonal communication skills, with the ability to develop compelling messaging for diverse audiences through strategic thinking, storytelling, branding, and public relations.
- Proficiency in digital communications, multimedia content creation, and communication technologies.
- Excellent organizational, project management, and prioritization skills with the ability to manage multiple initiatives and deadlines.
- Demonstrated leadership, sound judgment, problem-solving, and decision-making abilities.

- Ability to build collaborative relationships and effectively engage members, leadership, media, and community partners.
- Experience with video capture and professional editing software is highly preferred.
- Passion for promoting Washington agriculture and advancing the Company's mission through innovative and impactful communications.

EXPERIENCE:

- Two (2) to five (5) years of progressively responsible professional communications experience in public relations, marketing, journalism, media relations, content development, or a closely related field.
- Proven ability to develop, implement, and evaluate strategic communication plans that support organizational goals and engage diverse audiences.
- Demonstrated success creating high-quality written, visual, and multimedia content for print publications, websites, email marketing, social media, video, photography, and other digital communication platforms.
- Strong knowledge of digital communications, including website content management, social media strategy, audience engagement, and communication analytics.
- Ability to cultivate positive media relationships, prepare press releases and public statements, coordinate interviews, and effectively represent the organization with members of the media; prior media relations responsibilities are preferred.
- Demonstrated project management skills with the ability to lead multiple initiatives simultaneously, establish priorities, meet deadlines, and collaborate effectively across departments and with external partners.

EDUCATION:

- Bachelor's degree in communications, Public Relations, Marketing or a closely related field required.
- Certification in public relations, communications, digital marketing, or project management (such as APR, PMP, or comparable credentials), preferred.

PHYSICAL REQUIREMENTS:

- Ability to sit, stand, walk, and move around for extended periods of time.
- Ability to lift and carry lightweight objects (up to 10 pounds).
- Ability to work in a fast-paced environment with moderate noise levels.
- Ability to hear and communicate effectively with clients, staff, and other stakeholders.

ACKNOWLEDGMENT:

Employee Signature: _____

Date: _____

Hiring Manager Signature: _____

Date: _____

AN EQUAL OPPORTUNITY EMPLOYER:

Washington Farm Bureau is an equal opportunity employer and administers all personnel practices without regard to race, color, religious creed, sex, gender, age, ancestry, national origin, mental or physical disability or medical condition, sexual orientation, gender identity or expression, marital status, military or veteran status, genetic information, or any other category protected under federal, state, or local law.