



Communications Specialist

GENERAL INFORMATION:

DIVISION: Rocky Mountain Farmers Union

REPORTS TO: Director of Communications

SALARY RANGE: \$65,000-\$80,000

APPLICATION REVIEW: Applications will be reviewed on a rolling basis with initial review beginning on April 29, 2026.

PURPOSE OF POSITION:

This position is responsible for overseeing the creation and execution of digital content for the Communications Department, including social media, graphic design, and video production. The Communications Coordinator develops, produces, and manages content that promotes Rocky Mountain Farmers Union (RMFU) and Rocky Mountain Farmers Union Foundation (RMFUF) programs, events, and initiatives.

ESSENTIAL DUTIES/RESPONSIBILITIES:

- Create engaging text, image, and video content for RMFU social media accounts, website, newsletters, and other digital platforms.
- Manage RMFU social media accounts, including creating content, scheduling posts, monitoring engagement, and responding to messages.
- Design graphics, promotional materials, and visual assets that align with RMFU and RMFUF branding and support organizational initiatives.
- Capture and produce photo and video content at RMFU and RMFUF events, programs, and in the field.
- Collaborate with RMFU and RMFUF staff to gather relevant content, stories, and updates for communications efforts.
- Manage the production and distribution of digital newsletters and email communications.
- Stay up-to-date on trends in social media, design, and digital content creation.
- Support audio/visual needs at RMFU and RMFUF events, including basic setup and operation.
- Organize and maintain digital assets including photos, videos, and graphic files.
- Ensure all content aligns with RMFU and RMFUF brand standards and messaging guidelines.
- Attend regional and national meetings as necessary.

OTHER DUTIES/RESPONSIBILITIES

- Serve as a member of the RMFU and RMFUF team, participate in staff meetings, training programs, and contribute to the overall success of the organization
- Support additional tasks as assigned.

SUPERVISORY DUTIES:

- This position does not have formal supervisory responsibilities over other employees.

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong written and verbal communication skills.
- Strong graphic design skills with an eye for layout, typography, and visual storytelling.
- Experience creating content for social media platforms (Facebook, Instagram, LinkedIn, etc.).
- Ability to capture and edit photo and video content for digital use.
- Familiarity with design and content tools such as Canva and/or Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro or similar).
- Ability to manage multiple projects, meet deadlines, and stay organized.
- Willingness to learn and adapt to new tools, platforms, and trends.
- Knowledge of website management (WordPress preferred).
- Strong attention to detail and commitment to maintaining brand consistency.
- Ability to work independently as well as collaboratively with a team.
- Strong interpersonal skills, with the ability to work with diverse constituencies, including farmers, ranchers, agricultural workers, and their families.

POSITION QUALIFICATIONS AND REQUIREMENTS

Required Qualifications

Experience

- Experience in social media content creation, graphic design, or video production (professional or demonstrated portfolio).
- Experience with photography and/or videography (professional or demonstrated portfolio).

Desired Qualifications

Experience

- First-hand experience in farming, ranching, or agriculture is strongly preferred.
- Experience living or working in a rural or agricultural community.

Education

- Degree in communications, marketing, agriculture, or a related field preferred, but not required.

WORKING ENVIRONMENT/PHYSICAL ACTIVITIES:

- Requires the extensive use of arms, hands, and fingers.
- Frequently required to sit for extended periods of time, reach with arms and hands, talk, see, and hear.
- Position is designated as field staff, with limited in-office days. **Potential candidates must be able to be in-office in the Denver Tech Center twice monthly.**

Note: We encourage anyone to apply who believes that they have the knowledge, skills, and abilities necessary to succeed in this role.

TO APPLY: Please send cover letter and resume to the Director of Communications, LeeAnne Sanders, at leeanne.sanders@rmfu.org.