

Marketing Communications

Position Description

A marketing communications professional maintains a company's brand image through different means of communication. They administer advertising, editorial, marketing and public relations strategies and programs online and in print and may be an internal employee of a company or work for an advertising or public relations firm with potentially many clients.

People in this career design advertisements, develop content for social media and search for new ways to communicate to customers. Work focuses on editing and creating content, writing and sending press releases, updating website content, planning trade shows, creating sales support materials and print and digital campaigns.

Primarily this person works from an office, but some travel may be required.

Education Requirements

- Bachelor's degree.
- Coursework in journalism, marketing, public relations, writing and graphic design.

Helpful Skill Set

- Strong written and verbal communication skills.
- Good organizational skills.
- Good at working with people and collaborating with team members.
- Knowledge of the dairy industry.
- Familiarity with photography, graphic design and video production.
- Critical thinking, multi-tasking, prioritizing, understanding budgets, business management, event planning, computer and data management.
- Willing to think outside of the box.

Network Development

- Develop your skills with college clubs and organizations, such as the National Agri-Marketing Association (NAMA), the dairy club and professional/social organizations.

Work Experience

- Seek internships to gain practical experience.
- Volunteer at events to gain experience in this field.

Keywords

creative, communications, writing, advertising, media, photography, graphic design, public relations

