

FEDERATION POSITION POSTING

DEPARTMENT

Public Relations

POSITION

Vice President, Public Relations

LEVEL

20

JOB POSTING DATE

February 5, 2026

SUMMARY OF JOB DESCRIPTION

The Vice President of Public Relations leads the development and execution of integrated communication and marketing strategies that advance the mission, policies, and positions of Arkansas Farm Bureau, the state's largest agricultural advocacy organization. This role ensures effective member engagement, public awareness, and advocacy through modern communication channels, data-driven strategies, and compelling storytelling. The position serves on the Senior Management Team and collaborates across departments to strengthen organizational reputation and influence. The position leads the team responsible for strategic communication efforts across the organization.

QUALIFICATIONS

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or related field; advanced degree preferred.
- Minimum 10 years of experience in public relations, strategic communications, public relations, or advocacy, preferably in agriculture or nonprofit sectors.
- Proven expertise in digital media, content marketing, social media management, and data-driven communication strategies.
- Strong understanding of public policy, grassroots advocacy, and member engagement techniques.
- Exceptional written and verbal communication skills; ability to craft compelling narratives for diverse audiences.
- Proficiency in modern communication tools and platforms (e.g., social media management systems, analytics dashboards, marketing tools, CRM).
- Ability to manage multiple priorities in a fast-paced environment; flexible schedule and travel required.
- Strong interpersonal skills.
- Requires understanding of Farm Bureau mission and activities and public affairs issues coupled with analysis of the audience being addressed.
- Proficient oral and written communication skills.
- Proficient PC skills to include use of various software packages.
- Flexibility to work extended hours and travel, including overnight and out of state.
- Valid Driver's License with acceptable driving record.

**QUESTIONS OR INQUIRIES SHOULD BE DIRECTED TO THE
HUMAN RESOURCES DEPARTMENT
EOE**