

Farm Bureau – Position Description
COUNTY INFORMATION DIRECTOR (CID)

PURPOSE:

The County Information Director (CID) develops a professional relationship with the news media (newspapers, magazines, radio and televisions) in their county, writes news releases about County Farm Bureau issues and events, disseminates materials to the news media.

RESPONSIBILITIES:

- Assist the Board in the development of a program of work and budget.
- Attend applicable training meetings.
- Develops professional relationship with the local news media.
- Attend County Farm Bureau Board meetings and reports on news media activity.
- Writes and sends news releases about Farm Bureau activities and issues to the news media.

BASIC REQUIREMENTS:

- Farm Bureau member
- Possesses a working knowledge of the County Farm Bureau structure
- Basic knowledge of the county news media
- Strong oral and written communications skills
- Word processing ability
- Interest in promoting Farm Bureau and its issues

TRAINING:

Technical training for the CID is provided by the staff of the PA Farm Bureau Governmental Affairs and Communications Division on both an individual and group basis.

*The County Information Director reports to the County President.
The term of appointment is two years.*