

## **Montana Farmers Union - Communications Content Specialist**

**Location:** In Office at MFU Headquarters

**Hours:** Part-Time or Full Time, or Part-Time with growth to Full-Time Opportunity (please indicate which level of employment you are seeking in application materials).

**Reports to:** Communications Director

### **Position Overview**

We are seeking a creative, organized, and community-minded communications professional to help tell our story across digital platforms. This role is ideal for someone who loves photography, video, storytelling, and rural /community-based events — and knows how to turn moments into meaningful content that builds engagement, tells our story, and brand awareness.

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### **Key Responsibilities**

#### **Content Creation**

- Capture photos and video at events, workshops, conferences, and on location
- Create social-ready graphics, Reels, short videos, and stories
- Edit content for Instagram, Facebook, and other assigned content per Comms Director
- Maintain an organized digital photo and video library

#### **Social Media Management**

- Schedule and publish posts across platforms
- Write engaging captions that align with brand voice and audience
- Monitor messages, comments, and community engagement
- Track engagement and content performance

#### **Brand & Storytelling**

- Follow brand guidelines for multiple organizations
- Highlight people, producers, youth programs, and community partners
- Support promotions for events, ticket sales, memberships, and campaigns

#### **Collaboration & Support**

- Work closely with Communications Director & Press Relations Manager
  - Assist with events and special projects
  - Support basic email and website content when needed
  - On the job and organizational training provided
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## Ideal Candidate

- Has experience creating content for social media or marketing
- Comfortable shooting video and photos on a phone or camera
- Knows Instagram, Facebook, and basic analytics
- Organized, reliable, and self-driven to meet deadlines and keep up with communication needs and content trends.
- Enjoys community events, agriculture, or rural storytelling
- Has a strong eye for visuals, branding, and detail
- Prior experience in agriculture a bonus.
- Experience with Canva, Adobe, CapCut, or similar tools.
- Be ready to dive-in and work with a motivated, fast-paced, and fun team!
- Willingness to travel to develop content, support events, and maintain social media presence as needed during state and national events.

**Compensation:** \$20-25/hour (DOE), \$200 bi-monthly cell phone stipend, \$300 logo wear budget for MFU logo wear, \$400 wellness benefit, mileage reimbursed at the federal rate (*Full time compensation:* same as above, except an \$800 wellness benefit).

If interested, please send a resume and cover letter to Heather Link at [hlink@montanafarmersunion.com](mailto:hlink@montanafarmersunion.com) and [office@montanafarmersunion.com](mailto:office@montanafarmersunion.com)

Questions? Email Heather at [hlink@montanafarmersunion.com](mailto:hlink@montanafarmersunion.com) or call 406-452-6406

Find more information about Montana Farmers Union at [montanafarmersunion.com](http://montanafarmersunion.com)