



POSITION DESCRIPTION - Communication Coordinator

Location: Columbus, Ohio in office position
Reports To: Manager of Communication

Status: Full Time, Non-Exempt

SUMMARY:

Select Sires Member Cooperative (SSMC) was established as the independent artificial Insemination (A.I.) cooperative representing the Select Sires federation in 27 U.S. states and the country of Mexico. SSMC delivers excellence in personalized service, quality products, animal monitoring systems, and its core product, beef and dairy genetics. Select Sires Member Cooperative operates as a true cooperative while striving to inspire the excellence of producers, herds, and our communities.

The Communication Coordinator is responsible for assisting with the development and management of the organization's various communication channels and programs. The primary focus of this role is to implement SSMC communication strategies and work toward gaining greater exposure in the market for SSMC's products and services. This position works directly with the sales team and the organization's customers to understand and anticipate their needs and goals. The Communication Coordinator is challenged with successfully introducing external entities to the organization's products and services through both print and digital. This person will report directly to the Manager of Communication.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

- Evaluate, develop, and implement strategic communications plans and programs that serve to enhance communications with customers and the SSMC team.
- Develop, design, and organize social media campaigns for SSMC. Review channel activity and contribute accordingly. Follow agricultural market trends and keep abreast of new technology to ensure timely and relevant use of the content.
- Maintenance of SSMC's website as a central hub for supporting the cooperatives interaction with customers, community, and other constituents.
- Plan and manage tradeshow and industry events. Participate in the designing or redesigning of company artwork and signage as needed for event promotion, maintain schedules, handle registration details, and organize supplies for the events.
- Within communication budgets, develop and place advertisements in trade publications, write and edit online articles for SSMC's website and blogs, and respond to information requests from fellow employees, customers, and the public.
- Demonstrate interpersonal and problem-solving skills to develop relationships and create effective solutions to communication opportunities.

- The role works closely with five area business directors (ABD) and regional sales managers (RSM) to provide timely information and sales support to field staff.
- Writes effective press releases and coordinates distribution among logical platforms.
- Develop and/or strengthen external campaigns aimed at advancing SSMC's position in the A.I., genetics and animal care marketplace. Specifically, this role will be tasked with designing email campaigns, promoting SSMC's various events and offerings.
- Assist and support communications efforts surrounding SSMC sponsored programs and events, such as fairs, field days, and conferences.
- Developing collateral materials and programs to promote and publicize SSMC activities and events as part of the communications and marketing team.
- Develop and foster a strong knowledge of SSMC's products and customer needs.
- Maintain accurate records of activities and outreach within SSMC's database/system.
- Assist in the development and presentation of SSMC marketing materials.

QUALIFICATIONS:

- Associate or bachelor's degree in marketing, communications, or a related agricultural (ag business, animal science, etc.) field preferred.
- Creative problem solver, willing to learn and contribute as a part of a team.
- Experience in social media platforms (LinkedIn, Instagram, Facebook, etc.).
- Strong writing, editing, and verbal communication skills.
- Proficiency in Office 365, Adobe Suite, Canva and web content tools.
- Proficiency with ERP business software applications and exposure to industry specific software or dairy or herd management applications is advantageous.
- Exceptional attention to detail and organizational skills.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Adaptable, proactive, and a problem-solver with strong interpersonal skills.
- Essential to possess a passion and desire to continuously improve and expand skill sets.
- Willingness to travel occasionally as required.

Apply Today!

If you're a strategic communicator passionate about driving brand impact, we'd love to hear from you! Apply now to join our team.

- Fill out application at <https://ssmcoop.com/careers>.
- Email a cover letter and resume to Danni Quayle, Manager of Human Resources, at dquayle@ssmcoop.com.

Deadline for Applications is August 22, 2025.

SSMC has over 325 employees and offers a competitive compensation and benefits program including salary, health, dental and vision insurance, 401(k), and an excellent work environment.