

Manager Approval: _____
Date Signed: _____
HR Approval: _____

JOB DESCRIPTION

Job Title:	Communications Manager
Division:	Corporate
Reports to:	Vice President of Governmental and Regulatory Affairs & Director HR
FLSA Status:	Exempt
Last Revised:	March 2024

JOB PURPOSE:

The role as Lykes’ Communications Manager is being responsible for implementing communications strategies, both internal and external, and assisting in various communications needs for the company. This position will manage social media, assist in employee and shareholder communications, and provide support where needed to the CEO, VP for Governmental and Regulatory Affairs, and other management.

ESSENTIAL FUNCTIONS:

- Execute communication strategies and plans to support the senior leaders in meeting their strategic goals.
- Perform communication research and monitor the progress of various communication strategies.
- Implement and manage strategies for Lykes’ social media accounts to demonstrate success of the company and its employees. Increase brand awareness, audience enthusiasm and engagement through various social media channels.
- Monitor social media accounts of companies and organizations, key governmental agencies and NGOs and help to identify information needed for company activities and opportunities for Lykes to advance key issues and grow organizational brand.
- Write copy and create content for company’s employees and shareholders newsletters.
- Design and manage written and visual material for company website.
- Support communication efforts on internal events, major initiatives, achievements, and draft press releases following organizational news. Grow Lykes’ reputation in the public arena via external communications.
- Engage with third-party communications firm to identify areas of opportunity to build value.
- Assist with event preparation when needed.
- Maintain company’s photo library.

OTHER DUTIES / GOALS (list below, if applicable):

- Participate in any variety of meetings and work groups to integrate activities, communicate issues, obtain approvals, resolve problems, and maintain specified level of knowledge pertaining to new developments, requirements, and policies.
- Perform other related duties as assigned.

QUALIFICATIONS:

Certificates, licenses, and registrations:

Valid driver’s license with insurability.

Knowledge/Skills:

- Excellent written and verbal communication skills with an ability to convey complex messages in a clear and engaging manner.
- Demonstrated knowledge and proficiency with communications channels and tools.
- Strong knowledge and understanding of social media platforms and best practices.
- Ability to collaborate across departments within the organization.
- Proficient Microsoft Office skills and photo management tools.
- Strong analytical and problem-solving skills.

- Ability to manage work effectively by prioritizing tasks.

Education/Experience:

- Bachelor’s degree: Communications or related field preferred.
- Minimum 3 years’ experience as a Communications Manager or similar role.
- Horticulture/Agriculture knowledge a plus.

Physical Demands & Work Environment: Regularly required to stand or sit for prolonged periods of time. The individual must be able to effectively communicate and hear. Will be occasionally required to reach above shoulder level, step up on a small ladder or stool, walk on uneven surfaces, stoop, and kneel. Specific vision abilities required by this job include close, distance and peripheral vision. Will occasionally require lifting up to 20 pounds.

JOB DESCRIPTION ACKNOWLEDGEMENT:

I have received, reviewed, and fully understand the job description. I further understand that I am responsible for the satisfactory execution of the essential function described therein, under all conditions as described.

Employee: Print Name

Employee: Signature

[COPY TO EMPLOYEE AND RETAIN IN PERSONNEL FILE]