Editor of Farm Journal

The Editor of Farm Journal provides strategic leadership and financial and personnel management for the national magazine as well as the entire Farm Journal magazine franchise, which includes events, digital products, test plots, special interest publications and custom projects. Responsible for directing the creation and execution of Farm Journal content that maximizes the audience experience and both maintains and accelerates Farm Journal’s competitive positioning. The individual works cooperatively and synergistically with all of Farm Journal Media’s media platforms to maximize the effectiveness of Farm Journal within the company and marketplace. As the 10th editor in the history of the 138-year-old publication, the Editor provides high-profile representation of Farm Journal in the agricultural and media industries.

This position will be based out of our Mexico, MO office and report to the Senior Vice President, Editorial & Content Development.

Essential Duties & Responsibilities:

These duties include, but are not limited to, the following:

- Initiate, direct and coordinate editorial direction and tone to provide the most meaningful content to the Farm Journal audience, which includes expanding Farm Journal as a complete reader experience using different Farm Journal mediums.
- Supervise, hire, train and evaluate editorial staffs of Farm Journal and the Art Department.
- Write articles and edit online and magazine stories, with photos and illustrations under deadline pressure.
- Participate in and expand Farm Journal’s social media presence and power.
- Develop and implement editorial budgets for Farm Journal.
- Work with other departments of the company to enhance production and cost efficiencies as well as initiate creative ways to cross-promote divisions of Farm Journal Media.
- Speak to agricultural and advertiser audiences as part of efforts to maintain a high public profile with readers, advertisers, story sources, experts and other industry leaders.
- Encourage reader involvement and engagement with Farm Journal.
- Quantitatively track key competitive content to analyze editorial mix, quantity and quality. Prepare quarterly analysis.
- Work closely with Farm Journal publisher to identify and develop ways to enhance the Farm Journal brand and develop new products within Farm Journal (special story series) and as extensions of the brand (entirely new products). These need to be both appealing to the audience and advertisers/sponsors.
- Provide materials and intelligence that help the FJM Sales team to position, promote and sell advertising.

Direct Reports

The following individuals report directly to the Editor:

- Managing Editor, Farm Journal
- Field Editors (6)
**Education/Skills/Professional Experience**

Qualifications include, but are not limited to, the following:

- Proven record of team leadership and management, including supervisory and budget experience.
- Bachelor’s degree required; advanced degree a plus.
- Experience in communicating clearly and authoritatively in writing, presentations and social media.
- Must be someone who inspires other team members to greatness and those in the industry to believe in *Farm Journal*.
- Broad knowledge of national and international agricultural production, technology and policy is required, direct involvement in a farm or ranch operation a plus.
- Must be able to balance direct execution of deliverables, team management, delegation and empowerment of duties in a fast-paced multimedia environment.
- Experience in effectively developing and managing budgets.
- Must be collaborative and a genuine team player. Need experience working in a collaborative environment, different areas of a company or across companies.
- Experience managing a diverse staff to develop and achieve common goals.
- Self-directed, entrepreneurial.
- Organized.
- Minimum 10 years editorial or communications experience.
- Business-to-business editorial experience is a plus, but not required.
- Approximately 25% travel required.

Qualified candidates may apply by sending resume to:
E-mail: hr@farmjournal.com
Fax: 215-568-6782

For more information or questions on any Farm Journal Media job postings, please contact:
Shannon Carey-Spier
Farm Journal Media
One Penn Square West
30 South 15th Street, Suite 900
Philadelphia, PA 19102
Phone: (215) 557-8757
Fax: (215) 568-6782
E-mail: hr@farmjournal.com