
LEADERSHIP POSITION: CONTENT STRATEGY DIRECTOR, CROPS GROUP

OVERVIEW

The Content Strategy Director provides creative innovation, leadership and success management for the overall Farm Journal Media crops content team. The vital, high-profile role is responsible for directing the creation, curation and execution of cross-platform media content that maximizes the audience experience to accelerate the digital and print brands' competitive positioning on both the editorial and marketing services fronts. The professional will work in a leadership matrix with the EVP/Chief Content Officer; the VP/Publishing Director, Crops; the VP, Content Services; the Content Strategy Director, Livestock Group.

The individual will be given the responsibility and authority to create, innovate, lead, inspire and manage as needed—on the crops content and marketing services fronts—to help meet the company's business goals. The individual will work closely with the Content Strategy Director for the Livestock Group in the B2B media's transformation to digital first.

KEY RESPONSIBILITIES

- Initiate, direct and establish the digital-first content strategies needed to provide creative, meaningful content to the Farm Journal crops audience, using industry leading brands, including *AgWeb*, *Farm Journal*, *Top Producer* and *AgPro* while leveraging the company's television, radio and events platforms as unique differentiation for the brands.
- Lead a digital-first content team for crops, which currently includes five direct reports.
- Work closely with developers to provide best-in-class digital platforms and products via websites, eNewsletters, mobile messaging, social media, mobile apps, podcasts and OTT.
- Work closely with the VP/Publisher, Crops and the Farm Journal Content Services team to ideate, create and execute revenue-generating innovative marketing services projects.
- Lead by example, creating engaging, cross-platform content.
- Leverage insights from metrics and the eMedia analyst to use audience demographic and behavioral data to target and further engage readers.
- Participate in and expand the crop brand's social media presence and power.
- Provide team development and training to harness creativity and passion for the industry/audience.
- Leverage passion projects from within the team to create stand-out content offerings that differentiate the crops brands, drive engagement and delight audiences while generating revenue.
- Work with brand leads to establish and manage annual budgets.

- Quantitatively track key competitive content to analyze editorial mix, quantity and quality while driving continuous improvement.
- Provide materials and intelligence that help the Crops Sales team to position, promote and sell advertising.
- Be an active thought leader in the B2B media industry.

SKILLS NEEDED

- Creative talent with a strong sense of judgment and proficiency to develop, see and execute on strategic priorities and KPIs.
- Ability to lead by example in the creation of best-in-class, innovative content.
- Proven record of team leadership and management including a background in the intersection of data, content, tech and project management.
- The 5 characteristics of a Change Agent as outlined by George Couros in *The Innovator's Mindset*: clear vision, knowledgeable and leads by example, asks tough questions, strong relationships built on trust, and patient yet persistent.
- Strong awareness of how to build a disruptive transforming digital user-experience for content and/or marketing services.
- Instinctive ability to lead, motivate and follow through on objectives.
- Ability to conceptualize and communicate new product ideas from an analytical and competitive vantage.
- Excellent interpersonal skills and related experience in communicating with the all levels of internal and external stakeholders.
- Superior problem-solving skills.
- Familiarity with the agile product development and execution methodology.
- Available for occasional travel, expected at roughly 10%.

ATTRIBUTES NEEDED

- Creative...unendingly curiosity...a change-agent
- Innovative. Not afraid to re-imagine processes or products—or create new ones—that serve audience and meet business goals.
- Team Player. Belief that communication, collaboration and accountability are keys to be a great teammate.
- Business Focused. A leader who is driven to delight the audience while achieving business goals and elevating the crops brands.

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