Associate/Digital Editor for Hay & Forage Grower franchise

Product Description: Penton Media is seeking an Associate Editor to join the Hay & Forage Grower franchise team in Minneapolis, MN. Associate/Digital Editor has major responsibilities for helping create and produce Hay & Forage Grower editorial products in digital and print forms, as well as any other projects for the franchise. Such duties include: feature/news writing, Website content, enewsletter, social media, print production duties, and representing franchise at industry events.

Duties and Responsibilities:
- Conceives or takes assigned leads, then researches and writes accurate, concise articles, and provides graphics with those articles, for use in magazine, enewsletters and Website. Rewrite articles and news releases.
- Coordinates production of each issue with editor to meet editorial and production deadlines. Copyedits for grammar, punctuation and style and proofreads. Works with editor and art director to provide graphic needs for various projects and making layout corrections utilizing Adobe InDesign and Photoshop software.
- Works with editor to produce and post on, and maintain, Website and social media parts of franchise – including audio and video. Keeps abreast of evolving technology and opportunities presented by digital media to better serve readers.
- Represents the franchise and company at industry events, developing and maintaining contacts in the forage industry to help achieve the franchise goals.

Position Qualifications:
- Bachelor’s degree in Communication, Journalism, English or related field preferred; or Bachelor's degree in an agricultural-related area with magazine or newspaper writing experience.
- Minimum three years of publication experience in areas of writing, editing, proofreading, layout, rewriting, and production preferred; farm background or experience a plus. Experience in digital applications preferred including HTML, Pisces and SEO.
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- Excellent organizational and planning skills, with ability to multi-task.
- Creative, visually oriented person with strong grammar, writing and photography skills.
- Familiarity with publication layout and production procedures.
- Strong interviewing skills, as well as verbal and written expression skills.
- Good background and knowledge in digital communications with exposure to digital and social networking technologies. (Facebook, Twitter, web videos, SEO, blogging, YouTube, etc.).

If you are interested in joining our dynamic organization and are ready to work smart, think fast, act radically and bravely, we would enjoy speaking with you about the opportunities available to join our team. Please submit your resume along with salary requirements for this job posting to:
Penton’s leading business information brands are the vital source for business. We are the heart of our markets. At Penton, we are all about providing relevant information and connections. Our solutions are tailored to the needs of our audience, which is why it takes so many forms – digital, print, live events. While longevity doesn’t necessarily correlate to success, the dozens of Penton brands in 16 distinct markets do have long embedded traditions of editors, sales, and service personnel who really live their markets. And nurturing such talent has been a hallmark of Penton for decades. Today, more than six million professionals rely on Penton products for the information needed to compete and the connections needed to succeed.

From our content producers, to our graphic designers, to our sales representatives, online developers, marketers, production managers, and all of the other important functions that we perform, Penton employees enjoy an environment that provides the opportunities and resources to develop critical skills and enhance their careers. We take great pride in the fact that the average length of service for our employees is more than eight years. However, we are always looking for new talent to help us grow our business to the next level.