APPLY TODAY!
Email a cover letter and resume to:
Jobs@HighPlainsFarmCredit.com

Marketing Communications Coordinator

DATE POSTED: October 22, 2026
POSITION: Marketing Communications Coordinator
LOCATION: Hays, KS

WHY JOIN US?

Join a trusted agricultural lending organization committed to supporting rural communities and agriculture across western Kansas. As our Marketing Communications Coordinator, you'll play a key role in shaping our digital presence, engaging customers across multiple platforms, and helping tell the stories that strengthen our brand and mission.

HIGH PLAINS FARM CREDIT, ACA

The Farm Credit System is a unique entity, a network of nationally connected, locally owned financial cooperatives. Since 1916, Farm Credit has been devoted to agricultural financing and is the largest single provider of agricultural credit in the United States. High Plains Farm Credit is a member of the Farm Credit System and services over $2.0+ billion of loans. High Plains Farm Credit's vision is to be the preferred source of agricultural financing.

POSITION PURPOSE

At High Plains Farm Credit, the Marketing Communications Coordinator is responsible for developing and executing digital marketing and communication strategies that enhance High Plains Farm Credit's brand awareness, customer engagement, and recruiting efforts. This role manages social media channels, website content, digital campaigns, and marketing assets while collaborating with branch offices to support local marketing initiatives.

Key Responsibilities Include:

- Creating, scheduling, and optimizing social media content.
- Managing and updating website content, landing pages, banners, articles, images, and videos.
- Supporting digital advertising and marketing campaigns.
- Monitoring website and campaign performance metrics.
- Maintaining marketing materials, promotional items, and branded merchandise.
- Coordinating marketing support for branch locations throughout the Association.
- Assisting with recruiting and employer branding initiatives.

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Benefit Highlights:

- Competitive Compensation
- Medical, Dental, and Vision Insurance
- 401(k) and Retirement Benefits
- Paid Time Off and Holidays
- Professional Development Opportunities
- Wellness Programs

QUALIFYING CHARACTERISTICS

- Bachelor's degree in marketing, communication, public relations, or closely related field.
- Three years of digital marketing, communications, or related professional experience preferred.
- Advanced interpersonal, written, and verbal communication, presentation, problem solving, analytical, organizational, critical thinking and listening skills.
- Demonstrated proficiency in organizing and prioritizing multiple activities.
- Demonstrated ability to deliver high-quality work while managing multiple projects and competing priorities.
- Demonstrated ability to create engaging photos, video, written, and graphic content that supports brand awareness, customer engagement, and recruiting initiatives.
- Experience with digital marketing automation software.
- Experience managing digital advertising campaigns and analyzing performance using Google Ads and Google Analytics.
- Experience managing website content through WordPress and working knowledge of SEO best practices and tools.
- Agricultural knowledge desirable.

EEO/AA/M/F/D/V

Interested candidates should email a cover letter and resume to Jobs@HighPlainsFarmCredit.com.