

Position Description: Market Anchor

Location: Nebraska – Preferred: Lincoln, Nebraska (Rural Radio Network Headquarters)

Full-Time Position

Position Overview:

The Nebraska Rural Radio Association is looking for a **Market Anchor** to deliver **accurate and timely grain and livestock market information** to our listeners. This full-time role will be based out of one of our Rural Radio Network offices, with a preference for Lincoln, Nebraska.

The Market Anchor will be responsible for providing live market updates, conducting expert interviews, and creating multimedia content that serves farmers, ranchers, and industry professionals. This position requires expertise in commodity markets and the ability to communicate complex topics effectively across multiple platforms, including radio, television, social media, and digital content.

Key Responsibilities:

Broadcasting & Market Coverage

- Deliver live market updates across the Rural Radio Network's 14 radio stations.
- Provide timely and in-depth grain and livestock market reports throughout the day.
- Conduct interviews with commodity brokers and industry experts to provide real-time insights.
- Anchor and produce market news segments for radio and TV.

Content Creation & Digital Media

- Write and publish daily market updates on the Rural Radio Network website.
- Host long-form audio and video discussions with industry experts.
- Create and share market-driven content across digital and social media platforms.
- Shoot and edit video content for on-air and online distribution.

Industry Representation & Event Coverage

- Attend and report from commodity meetings, conventions, and industry events.
- Represent the Rural Radio Network as a trusted market expert.

Qualifications & Requirements:

- Strong understanding of agriculture and commodity markets.
- Broadcasting, journalism, or market analysis experience preferred.

- Excellent writing and communication skills for radio, TV, and digital platforms.
- Proficiency in Adobe Audition and other broadcast production software.
- Experience with video production, including cameras and editing software.
- Ability to engage audiences and simplify complex market trends.
- Willingness to work from a Rural Radio Network office (Lincoln preferred).

Why Join Us?

The Rural Radio Network is the **only Nebraska-based agriculture radio network**, serving farmers, ranchers, and rural communities. We are committed to providing **up-to-the-minute ag news, market information, and engaging content** across multiple platforms. This is a **unique opportunity** to be at the forefront of ag broadcasting while working with a passionate and supportive team.

Ready to be the trusted voice in market reporting? Apply today! Email your resume and relevant related materials to bdoeschot@ruralradio.com
