



Director of Communications and Outreach

General Responsibilities: The Wisconsin Beef Council (WBC) is looking to hire a full-time (exempt) Director of Communications and Outreach. Under the direction of the Executive Director, the successful candidate will perform a variety of tasks that support the marketing, communications and educational programs of the Council.

Key Responsibilities:

Oversee communications activities for WBC, including producer and consumer newsletters and press releases. Responsible for regular, timely updates, in conjunction with the Director of Marketing, to the WBC website and social media properties. Includes development of short-term and long-term digital content and strategy.

Implement the Beef in the Classroom grant program, and fulfill teacher requests for classroom materials and presentations.

Plan and execute Farm to Fork tours for identified influencer groups across the state.

Coordinate strategy to educate consumers about beef production and beef farmers in Wisconsin, including the Behind the Beef stories.

Event planning and coordination for consumer outreach events, including May is Beef Month activities.

Train beef industry leaders in the Masters of Beef Advocacy program, and engage Wisconsin MBA graduates in proactive beef outreach.

Help provide administrative support to the Wisconsin Cattlemen's Association, including plans for Winter Conference, Summer Tour, website updates, and quarterly newsletter.

Represent WBC at various organizational meetings, workshops, trade shows and industry events.

Attend National Cattlemen's Beef Association update meetings applicable to the responsibilities and duties of the position.

Develop, implement and evaluate the WBC marketing plan, in conjunction with WBC staff, board and committees. Where possible, align projects that extend the national beef marketing plan.

Perform other related duties and responsibilities as requested by the Executive Director for the development and implementation of WBC programs.

Requirements:

- To effectively handle the position, the individual needs a B.S. degree. Related work experience is not required but preferred.
- Agricultural background required, cattle background preferred.
- Publication layout and design experience necessary and must be proficient with Adobe InDesign and Adobe Photoshop.
- Proven organizational skills and excellent oral and written communications skills are essential.
- Must be detail orientated and able to prioritize tasks, balance multiple priorities and meet deadlines.

- Proficient in Microsoft Office, including Word, Excel, PowerPoint and Outlook. Strong knowledge of social media usage.
- Occasional overnight travel is required, including some out-of-state workshops and programs
- Photography and video editing experience preferred.

Application: To apply, submit cover letter, resume and contact information for three professional references. Materials can be sent to: Tammy Vaassen, Executive Director, Wisconsin Beef Council, 632 Grand Canyon Drive, Madison, WI 53719 | 608-833-9940 | tvaassen@beeftips.com. Applications must be received by March 22, 2019.