



## Industry Relations Manager

### **To apply:**

To be considered, please submit a cover letter and resume to: Tammy Vaassen, Executive Director, Wisconsin Beef Council, 957 Liberty Drive, Suite 201, Verona, WI 53593 or via email to [Tvaassen@beeftips.com](mailto:Tvaassen@beeftips.com). 608-833-9940

**General Responsibilities:** The Industry Relations Manager is responsible for managing communications and key relationships with producers, auction markets, industry organizations, ag media, and other partners in Wisconsin's diverse cattle industry. In addition, the position will serve as the primary contact and staff lead to the Wisconsin Cattlemen's Association Executive Committee. The Wisconsin Beef Council office is located in Verona, Wisc. Hybrid in-office/work from home arrangements may be considered upon successful completion of a 3-month initial introductory period.

**Reports to:** Executive Director

**Position type:** Full-time, FLSA exempt

**Revision Date:** April 2026

### **Key Responsibilities:**

- Producer Communications:
  - o Attend industry meetings and events to inform producers about the Beef Checkoff structure, WBC activities and results, in coordination with the WBC Executive Director
  - o Coordinate WBC participation in industry conferences, including Farm Technology Days and World Dairy Expo
  - o Develop relationships with producers, livestock dealers, auction market operators, custom packers and others to facilitate participation in the checkoff system and ensure compliance with federal law.
  - o Draft and publish content for producer e-newsletters, The Drive, and annual report with Director of Communications and Outreach
  - o Ensure producer-relevant content on beeftips.com remains accurate and timely, including ongoing management of the local beef directory
  - o Manage paid media campaigns and strategy that help to inform producers about the Beef Checkoff
  - o Serve as a resource in implementation of the Beef Quality Assurance program in Wisconsin
  - o Coordinate national award submissions to recognize Wisconsin farmers committed to Beef Quality Assurance and environmental stewardship principles
  - o Plan and organize producer meetings that offer Beef Checkoff content
- Wisconsin Cattlemen's Association duties:

- Serve as the lead liaison for WCA Executive Committee, coordinating program execution and communications to board, members, and sponsors
- Organize membership events, including Summer Tour and Winter Conference
- Support WCA President in organizing board meetings, including agendas, minutes, financials, and alerting board members of upcoming meetings
- Coordinate annual membership renewals and lead efforts to solicit new members
- Oversee the planning, execution, and stewardship of the annual corporate sponsorship program
- Provide WCA committee chairs with resources and support
- Serve as the point of contact for WCA communications and inquiries
- Assist WCA treasurer and contract accountant with accounts payable and receivables and complete monthly accounting tasks
- Maintain records, files and materials inventory
- Other related responsibilities as requested by WCA Executive Committee members and as defined in the contractual agreement with Wisconsin Beef Council
- Other general duties
  - Assist WBC Executive Director with entering monthly checkoff deposits into the BARN software and make bank deposits of any miscellaneous checks received at the office
  - Manage inventory of promotional and educational materials for the Council, and process information and materials requests
  - Perform other related duties and responsibilities as requested by the Executive Director for the development and implementation of WBC programs.

### **Qualifications**

- **EDUCATION** – Post-secondary degree, preferably in agriculture and/or related fields, or equivalent relevant experience.
- **EXPERIENCE** – significant knowledge and minimum of 2+ years experience in the agriculture industry. A thorough understanding of the beef and/or dairy industry is required.
- **SKILLS** – Demonstrated strong organizational skills with the ability to work independently as a self-starter who is results orientated. Exceptional interpersonal skills with the ability to work professionally, courteously and cooperatively with farmers and ranchers, industry stakeholders, volunteers, board members and staff. Excellent oral and written communications skills are essential, with the ability to present effectively to large and small groups of all ages in a variety of settings. Must be detail and customer service orientated, able to prioritize tasks and balance multiple priorities to meet deadlines. Proficiency in Microsoft Office Suite is required. Able to work independently while also demonstrating a strong commitment to teamwork and proactive collaboration within the organization and broader industry.
- **TRAVEL** - Overnight and weekend travel is required, including some out-of-state workshops and programs.

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The Wisconsin Beef Council provides a competitive salary and benefits package including health insurance and retirement plan. The position will remain open until filled. WBC complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, sex, sexual orientation, age, disability, or other protected class.