

## **Communications Director for the Minnesota Beef Council**

Under the supervision of the Minnesota Beef Council (MBC) CEO, the Communications Director coordinates and implements beef programs to consumers, health and nutrition professionals, and media. The Communications Director represents the MBC in many aspects of beef education and promotion, by conducting educational programs and delivering beef promotional information through earned and paid media.

### **Responsibilities of the Communications Director are as follows:**

#### **1. Promotion**

- Assists CEO in the development and implementation of an annual state marketing plan encompassing nutrition, consumer education, marketing and promotion with a corresponding budget that extends national programs and objectives.
- Responsible for strategy, development and execution of social media, website content, video production and blog coordination.
- Implements state programs that extend the national beef marketing plan and evaluates these programs against the return on investment.
- Manages the Minnesota State Fair booth display and hiring of short-term employees.
- With input from the CEO, leads digital communication efforts.
- Executes digital advertising campaigns through creative strategy and tactics.
- Extends marketing objectives through earned and paid media.

#### **2. Consumer Information**

- Represents the Minnesota Beef Council at a variety of events for consumers, influencers, educators and media.
- Works with the NCBA Food and Nutrition Communications team to extend national programs in Minnesota, and utilizes a food & nutrition consultant when needed.
- Monitors the nutrition, health and food environment plus market research in Minnesota to identify critical issues and attitudes about beef by working with dietitians, bloggers, media, and culinary professionals.
- Works with nutrition professionals to incorporate accurate information into programs, partnerships and food or nutrition communications.
- Participates in issues management by addressing media requests relating to beef and manages messaging for crisis communications.
- Coordination and implementation of the MBC Beef for Strength health and fitness initiatives.

#### **3. Miscellaneous**

- Attends workshops and skill development sessions related to the responsibilities and duties of the position.
- Regularly contributes to producer communications, industry publications and MBC website regarding beef checkoff programs, promotions and other activities.
- Assist Minnesota State Cattlemen's Association staff with communications projects.
- Coordinates meetings of the MBC Promotion Committee to gather input and strategic advice that will guide staff decision making on Promotion & Education tactics.
- Other related duties as assigned by the CEO or Board of Directors.

## **MINIMUM QUALIFICATIONS**

### **Education and Experience:**

1. Minimum of a Bachelor's Degree from an accredited college or university in an area relevant to the position such as marketing, communications, agricultural communications, agricultural marketing, agriculture education, animal science, agricultural business, food science, nutrition or related field.
2. Minimum of two years of experience in communications, marketing, advertising or related field.

### **Preferred Skills, Knowledge, and Abilities:**

1. Excellent interpersonal skills with the ability to work courteously and cooperatively with health professionals, educators, researchers, volunteers, media, colleagues, board of directors and staff.
2. Excellent written and verbal communication skills with the ability to present effectively to large and small groups of all ages in a variety of settings.
3. Proficiency in management of social media platforms and Adobe programs.
4. Knowledge of the food sector of the economy with particular emphasis on beef and food safety.
5. Knowledge of beef industry and beef production.
6. Ability to work in a fast-paced environment and exhibit strategic thinking and problem-solving.
7. Able to work independently but with the ability and desire to be a collaborative team player within the council and beef industry.
8. Ability to travel for industry conferences or national work meetings.
9. Willingness to work events that occasionally occur on weekends or in the evening.

### **Physical Requirements:**

1. Ability to stand for prolonged periods of time during events.
2. Must be able to occasionally lift and/or move boxes or equipment weighing up to 40 lbs.
3. Able to function in all outdoor environments.