

New York Beef Council
Position Description
February 2021

Title: Director of Producer Communications & Influencer Outreach

Reports to: Executive Director

General Responsibilities:

Under the direction of the Executive Director, the Director of Producer Communications and Influencer Outreach manages and implements beef promotion programs to consumers and producer sectors; represents the state beef council in all aspects of beef promotion and industry programs; acts as a liaison with state and national groups; and delivers industry information through various communication channels.

Specific Responsibilities:

1. Coordinate event execution and promotions to achieve tactic goals identified by the NYBC marketing plan. Focused but not limited to areas of producer communication and consumer events, classroom outreach, culinary education, consumer promotions and influencer engagement.
2. With the Executive Director develop and implement a state marketing plan that:
 - Extends national programs and objectives to Promote and Strengthen Beef and Veal's value proposition by connecting and communicating directly with consumers.
 - Grow consumer trust in Beef/Veal and Beef/Veal Production by creating beef advocates and engaging the entire beef community.
 - Promote engagement to grow consumer confidence and trust in beef/veal production practices, and quality assurance.
3. Optimize Beef Checkoff dollars and seek additional funding through State Beef Council partnerships, and other organizations to increase the impact of beef/veal promotions in the state. Responsible for communication of funding execution and deliverables.
4. Assist Executive Director staff with producer communications for Beef Checkoff events and promotions.
5. Manage promotions of both state and national level Beef Checkoff-funded efforts via the NYBC producer social media page, newsletters, press releases to agriculture media outlets and with State Beef Council Partners.
6. Act as co-coordinator of the NYS Beef Quality Assurance program to manage and deliver BQA trainings and educational opportunities in coordination with National Cattlemen's Beef Association, Cornell Cooperative Extension, and the NY BQA Advisory Committee.
7. Works with NCBA staff and the Executive Director to extend the Masters of Beef Advocacy program in NYS with producer, youth, and influencer audiences to develop advocates for agriculture. (i.e., Beef Corp Training/Top of the Class programs)
8. Works with NCBA staff to extend national programs in New York State.

9. Keeps abreast of the beef industry in New York and nationally to target programs effectively to producer and consumer audiences.
10. Represent NYBC at various industry meetings and events as requested through presentations, displays and professional networking. Events to include NY Farm Show, NY Beef Producer Association regional meetings.
11. Attend workshops and skill development sessions germane to the responsibilities and duties of the position.
12. Other related tasks as assigned by the Executive Director or Board of Directors.

Qualifications:

A. Experiences and Training:

- A four-year degree from an accredited college or university in an area relevant to the duties and responsibilities of the position or experience in a related field or a combination of experience and education deemed appropriate.

B. Skills, Knowledge and Abilities:

- Excellent verbal and written communication and interpersonal skills
- Ability to effectively present information to a variety of audiences
- Knowledge of the agriculture industry, with a particular emphasis on beef/veal
- Understanding of social media platforms in terms of business communication
- Ability to proactively carry out the duties of the position.
- Ability and desire to be a proactive team player within the Council and beef industry.
- Ability to travel as needed both in and out of state.
- Ability to work in an office environment (this position requires an office presence/with the flexibility to work from home due to COVID-19/weather related issues or issues deemed necessary.
- Valid driver's license.

Location: Position based at NY Beef Council office, Rome, NY

Salary: Commensurate with experience

Hours: Full time – Salary

Benefits:

- Group Health Insurance and Dental for individual paid 90% by employer, Family plan available with employee paying balance over individual rate.
- Vacation, two weeks/year
- Paid Holidays 8/year
- Personal Days – 2/year
- Sick leave ½ day/month
- Disability and Workmen's Compensation
- Retirement – SIMPLE IRA

To apply: email resume and cover letter to: Jean O'Toole, jotoole@nybeef.org