

# New York Beef Industry Council

## Position Description

July 2019

**Title: Digital Community Coordinator**

**Reports to: Executive Director**

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### **General Responsibilities:**

Under the direction of the Executive Director, the Digital Community Coordinator is responsible for working with New York Beef Council's consumer influencer team and supporting the consumer communications strategy to reach a defined target audience through social media management, digital community outreach, consumer education and promotion. The Digital Community Coordinator will be responsible for communicating online and through other communications efforts with two-way conversations/engagement, managing how best to share beef content in the digital landscape and serving as the beef brand voice online and on various social media properties. Strong storytelling and writing focus, the Digital Community Coordinator delivers interactive content to reinforce beef's positive brand image, deepens target engagement with beef, helps decrease barriers to consumption and supports overall communication goals. Responsibilities will be executed in accordance with New York Beef Council's Long-Range Plan, and the strategies identified in the New York Beef Council Marketing Plan in the promotion of beef and veal.

### **Specific Responsibilities:**

1. Create and manage content for New York Beef Council's social media and online accounts such as, the NYBC Facebook page, Pinterest account, Instagram account, Twitter handle, (blog), online video content and other online outlets/resources.
2. Monitor and identify online conversations the NYBC brand should engage in and interact with including social media channels and blogs.
3. Work collaboratively with NCBA/NYBC staff to ensure hyper-local integrated content and messaging is shared with consumer audiences and in alignment with consumer influencer strategies for each communication channel and state program promotional events.
4. Work with NCBA and other Northeast State Beef Councils to create and direct effective interactive hyper-local content for beef, which may include promotional videos, educational/recipe dissemination approaches, Blogger community interactions and other interactive marketing deliverables to generate exposure, interaction, education and inspiration.
5. Assists the Executive Director in keeping abreast of the blogger community in New York, Northeast. Engages in dialog and relationship building of bloggers to help extend the national message about beef. Coordinates blogger relations and assists in the creation of blogger immersion events for NY and NEBPI looking for blogger influence and education (i.e. beef tour in Northeast or other state funded promotions)
6. Understand and incorporate best practices for developing online communities including social listening and reviewing analytics and measurement tools to constantly refine engagement to be effective through two-way conversations and relevant to target audiences.
7. Regularly work with senior management at NCBA and NYBC on all tactical communications efforts.
8. Maintains & updates the NYBC website.
9. Represent NYBC at various industry meetings and events as requested through presentations, displays, and professional networking.

10. Attend workshops and skill development sessions germane to the responsibilities and duties of the position.
11. Other related tasks as assigned by the Executive Director or Board of Directors.

### **Qualifications and Key Skills:**

Candidates with a bachelor's degree is ideal but not mandatory and have at least 2-3 years' related public relations, marketing or social media experience and community management skills, including:

- Excellent written and verbal communications skills
- Knowledge of current/cutting edge online technologies and their relevance to addressing communication efforts
- Experience using web/social media analytics to measure success and identify trends
- Experience working on social media campaigns; adherence to social media strategy laws
- Collaborative team member mindset
- Sound judgment, responsiveness and clear team communications skills
- Self-starter with the ability to focus in a world of changing priorities
- Ability to build strong working relationships across all levels of the organization
- Knowledge of agriculture industry, with particular emphasis on beef and veal is desirable but not mandatory
- Ability to proactively carry out the duties of the position
- Ability to travel as needed both in and out of state
- Valid driver's license

NYBC understand hands on daily application and administration in this field will often develop an ideal candidate that a full degree may not possess. An ideal candidate will have some experience with marketing, PR, social media and/or other communications. Candidate must demonstrate excellent writing, planning, leadership, organization, communication and interpersonal skills. Must have the ability to work successfully with teams on multiple projects under tight deadlines. High attention to detail. Flexibility is important as job content could range from strategic to executional.

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

**Salary:** Commensurate with experience.

**Hours:** Full time

**Benefits:**

- Group Health Insurance and dental insurance 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 - 1/2 day/month
- Disability and Workmen's Compensation
- Retirement - SIMPLE IRA

**To Apply email cover letter, resume & three references to:**

Email: [jotoole@nybeef.org](mailto:jotoole@nybeef.org)

\*Resume's without cover letters will not be considered.