

POSITION DESCRIPTION

Title: Ohio Beef Council Nutrition and Education Contractor

Report to: Executive Director

Type of Position: Contractor Part-Time, Remotely Located

General Responsibilities:

- Serve as directed to represent the Ohio Beef Council (OBC) in all aspects involving nutrition: including consumer, health influencer, youth and teacher education, food preparation, media and school foodservice.
- Represent OBC and act as a liaison with different health organizations and associations. Examples include: Ohio Dietetic Association, higher education dietetics programs, Ohio Academy of Pediatric Professionals, Ohio Department of Health and Human Services, County Health Departments, teaching hospitals and other health care facilities and providers. Additionally, serve as a representative with family and consumer science educators, retail and food service channels.
- Aggressively initiate partnerships with health professional organizations.
- Rollout, market and occasionally develop nutrition education materials for health influencers; foods and nutrition, nursing and medical curriculum majors; public health personnel; registered dietitians; nurses and physicians and youth.
- Act as spokesperson on nutrition, health and issues management as they relate to beef.
- Identify critical issues and attitudes about the use of beef by consumers at all levels.
- Conduct public presentations and education programs for health professionals, school foodservice and educators about consumer preferences and nutritional needs, and beef's role in a healthy diet.
- Perform interviews (television, print and radio) and answer consumer, health influencer and media inquiries.
- Stay abreast of current nutrition issues and trends.
- Assist at consumer events such as State Fair and the Ohio State 4-Miler.
- Assist the Director of Consumer Marketing in various areas of administration of program design, execution and critique.
- Conduct public relations and education programs for producers, producer organizations and other industry groups.

Qualifications:

Must be a Registered Dietitian (licensed in Ohio), experience beneficial. Advantages: experience in dietetics, education, marketing, foodservice and clinical areas. Must be able to work with customers and professionally interact with the general public. Having general knowledge of the beef industry beneficial, but not essential. Excellent writing and editing skills, proficient in public speaking and

knowledge of general communications activities is required. Must be a “team player”, a “can do” person, easy to work with and have a dedication to get the job done. Must be self-disciplined, flexible, possess problem solving capabilities and display an aptitude for detail. Will travel frequently including overnight and on weekends.

To apply:

Email resume, cover letter and a list of reference with contact information to beef@ohiobeef.org

Or hardcopy can be sent to:

Ohio Beef Council
10600 US Highway 42
Marysville, OH 43040

Application Deadline: Reviews of applications will begin on March 1, 2018. Position will remain open until a suitable candidate is found or the search is closed.

For More Information: Contact to Cambell Parrish Director of Consumer Marketing and Public Relations (614) 873-6736 or cparrish@ohiobeef.org