

Director of Public Relations & Consumer Marketing

Estimated Breakdown of Staff Time:

85 % Ohio Beef Council
15 % Ohio Cattlemen's Association

Send Cover Letter & Resume to:

Elizabeth Harsh, Executive Director
Ohio Beef Council
10600 U.S. Highway 42
Marysville, Ohio 43040
614-873-6736 eharsh@ohiobeef.org

Requirements:

To effectively handle the position, the individual needs a B.S. degree. Related work experience is not required but preferred. Proven organizational skills and excellent oral and written communications skills are essential. Must be detail oriented and able to prioritize tasks, balance multiple priorities and meet deadlines. Must be highly proficient with Microsoft Office Suite of software programs and have experience with digital marketing. Agricultural background and cattle background preferred, but not required. Occasional overnight travel is required including out-of-state workshops and programs. Late evening travel and weekend responsibilities are necessary to accommodate some functions.

General Responsibilities:

Coordinate

- All marketing efforts for the Ohio Beef Council
- Digital marketing program execution for the Ohio Beef Council
- The Ohio Beef Council's interests with vendors related to council's marketing plan and various Ag committee meetings.

Specific Responsibilities:

Develop marketing recommendations for Ohio Beef Council (OBC) marketing plan and implement tactics of the plan to increase consumer demand for beef and veal products. These include tactics focused on "how beef gets from pasture to plate" and programs to "inspire consumer trial and usage of beef."

Responsible for developing, recommending and implementing programs in the areas of digital marketing, advertising, retail and foodservice to increase consumer demand for beef and veal products.

Responsible for developing, recommending and implementing programs for targeted beef influencer groups, including bloggers, media, health professionals, and others.

Plan (in coordination with the Director of Communications who will execute) coordinated and timely information updates for the OBC website and all OBC social media properties, including short-term and long-term social media schedules.

Oversee coordination all OBC nutrition programs through the council's part-time Nutrition Coordinator, including exhibits at the Ohio Dietetics Conference and other health professional and consumer trade shows, as indicated in the OBC Marketing Plan.

Serve as liaison between the Ohio CattleWomen and Ohio Beef Council, including but not limited to, joint beef promotional activities.

Work with Ohio Department of Agriculture to promote beef and veal through various commodity promotional and educational opportunities.

Plan and coordinate Ohio State Fair beef and veal promotional displays, including cooler display, and promotional events.

Supervise interns for the advancement of OBC, OCA and OCF programs.

Attend National Cattlemen's Beef Association update meetings; interact with other state and national staff to coordinate related programs.

Serve as staff contact for the Ohio Beef Expo Judging Contest by coordinating awards, fundraising, and misc. arrangements.

Provide staff support for various OCA projects and programs as needed and where skills are appropriate.

Perform other related duties and responsibilities as requested by the Executive Director for the development of OBC, OCA and OCF programs.