



JOB DESCRIPTION

Position Title	Department	Reports to
Manager of Consumer Programs and Digital Marketing		Executive Director
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	2021

POSITION SUMMARY

The Manager of Consumer Programs and Digital Marketing will provide oversight and implementation of digital, social media and visual content planning; engaging with media, industry and consumer food influencers; guiding advertising, retail, foodservice and nutrition programs; management of outside partners and interns; and coordination of events and consumer displays.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

Beef and Veal Consumer Marketing – Social Media, Digital Content and Advertising

- 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.
- 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, and others.
- Responsible for developing and coordinating consumer messaging programs about “how beef gets from pasture to plate” such as the Ohio Stories video series.
- Plan coordinated and timely information updates for the OBC website and all OBC social media properties, including short-term and long-term social media schedules.

Engagement with Council Stakeholders

- Engage with marketing staff from other Ohio agricultural organizations to further effective promotions for the state’s agricultural industry.
- Serve as liaison between OBC and the Ohio CattleWomen and the OSU Collegiate Cattlemen, including but not limited to, joint beef promotional activities.

- Work with Ohio Department of Agriculture to promote beef and veal through Ohio Proud, Heartland Cuisine and food showcases.
- Plan and coordinate Ohio State Fair beef and veal promotional displays, including consumer educational displays in the beef building and the Land & Living building, and promotional events.

Programs and Meetings

- Attend National Cattlemen's Beef Association update meetings; interact with other state and national staff to coordinate related programs.
- Coordinate the County Beef Promotion Grants program.
- Supervise interns for the advancement of OBC, OCA and OCF programs.
- Perform other related duties and responsibilities as requested by the Executive Director for the development of OBC, OCA and OCF programs.
- Serve as a business partner and backup to other members of the team, including the communications leader for the Ohio Cattlemen's Association.

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- Bachelor's degree in communications or marketing or equivalent is required; 1-2 years' work experience in a similar role preferred.
- Demonstrated organizational skills and excellent oral and written communications skills are essential.
- Detail-oriented and able to prioritize tasks, balance multiple priorities and meet deadlines.
- Highly proficient with Microsoft Office Suite of software programs and have experience with digital marketing.
- Experience in farming, food production or related areas encouraged, but not required.
- Occasional overnight travel is required for out-of-state workshops and programs; some late evening travel and weekend responsibilities necessary for events and meetings.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

Physical Activity

Seldom – climbing, balancing, stooping, kneeling, crouching, crawling, pushing, pulling, feeling

Frequently – reaching, lifting, grasping, repetitive motion

Constantly – standing, walking, fingering, talking, hearing

Physical Requirements

Light work. Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.

Visual Acuity

The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines (including inspection); using measurement devices; and/or assembly or fabrication parts at distances close to the eyes.

Environmental Conditions

The worker is not substantially exposed to adverse environmental conditions (such as in typical office or administrative work.)

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.