



**Ohio
Cattlemen's
Association**



JOB DESCRIPTION

Position Title	Department	Reports to
Manager of Member Services		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 Member Services will provide oversight and implementation of the association's membership marketing programs, engaging with industry partners, cattle farmers, and industry youth.

ESSENTIAL DUTIES AND RESPONSIBILITIES

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

Internal & External Marketing & Communications – Knowledge of Beef Industry Issues

- Responsible for implementation of OCA membership recruitment and retention marketing programs in consultation with OCA membership committee for all classes of OCA membership.
- Write/edit news and industry issue updates to be included in bi-weekly e-newsletters, county association bi-monthly e-newsletters, *Ohio Cattleman* magazine and association website, etc.
- Serve as advertising sales representative for all OCA publications, websites, etc., including *Ohio Cattleman* magazine and OCA calendar. Work with Livestock Advertising Network (LAN).
- Coordinate with Managing Editor on ad design, oversee ad proofs and compile information for advertising invoices.
- Promote NCBA membership and coordinate Ohio and NCBA joint membership activities.
- Coordinate all OCA PAC fundraising activities and PAC \$250 recognition club.

Engagement with Association Stakeholders

- Coordinate Member Services and serve as point of contact for OCA members and oversee member benefit programs and theft reward program.
- Responsible for fielding member phone calls, gathering information on issues/concerns or questions and responding timely.

- Represent Executive Director at meetings involving beef related industry issues, programs and events.
- Speak at OCA, county cattlemen's association, and industry partner events and programs to provide OCA and issue updates.
- Serve as resource and point of contact for county cattlemen's associations including coordination of bi-monthly e-newsletter.
- Teach and assist with beef checkoff's Beef Quality Assurance (BQA) program for adult and youth audiences.
- Manage OCA Allied Industry Council program and provide member services including meeting planning and timely communications with monthly e-newsletters.
- Plan and coordinate all aspects of the Ohio Beef Expo Trade Show, Genetic Pathway and OCA membership booth.
- Assist with Ohio Beef Council checkoff messaging at events and exhibits.

Programs and Meetings

- Plan meetings for OCA members such as OCA Cattlemen's Academy educational meetings.
- Coordinate BEST program's Stockmanship Division contests focused on animal husbandry knowledge.
- Assist with the planning and execution of the Cattlemen at the Capital advocacy program.
- Supervise interns for the advancement of OBC, OCA and OCF programs.
- Attend National Cattlemen's Beef Association meetings and interact with other state and national staff to coordinate related 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 animal sciences or communications or equivalent is required; 1-2 years' work experience in a same or 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.
- Experience in farming, cattle production or related areas 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.