

Manager of Consumer Programs and Digital Marketing

The Ohio Beef Council, the state's promotion program for beef and veal working on behalf of Ohio cattle farmers, is seeking a dynamic and energetic communicator to lead the council's consumer marketing. The position includes 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.

Responsibilities Include:

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.

Candidate Expectations:

Candidates from diverse backgrounds are encouraged to apply. Our specific expectations for the position include:

- Bachelor's degree in communications or marketing is required; relevant work experience 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.

Overview of Benefits

The Ohio Beef Council and Ohio Cattlemen's Association are committed to providing our team members with a positive and flexible work environment; opportunities to grow and advance; and interesting, meaningful work within Ohio's food production and farm community. Our benefits include, but are not limited to, 100 percent paid healthcare coverage for the employee, retirement savings with a company match, paid vacation, life insurance and opportunities to travel. Other benefits include the potential for occasional remote work / telecommuting and an annual office closure between the Christmas and New Year's holidays. OBC/OCA is an Equal Opportunity Employer.

Please send cover letter and resume to:

Elizabeth Harsh, Executive Director
Ohio Beef Council
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