

Manager of Communications & Managing Editor

The Ohio Cattlemen's Association (OCA), the state's advocacy organization working on behalf of Ohio cattle farmers, is seeking a dynamic and energetic communicator to lead the association's communications efforts. The position includes oversight and implementation of digital, social media and visual content planning; engaging with media, industry partners and farmers.

Responsibilities Include:

Internal & External Communications – Graphics Design (print & online), Writing, Social Media, and Digital Content

- Oversee all coordination and planning of the *Ohio Cattleman* magazine, including assisting the editor in compiling editorial, photos, advertising, proofing and working with appropriate vendors to meet production and printing schedules.
- Perform graphics design of the *Ohio Cattleman* magazine and other OCA publications, including design of Ohio Beef Council (OBC), OCA and Ohio Cattlemen's Foundation (OCF) informational brochures, the annual calendar, and e-newsletters.
- Serve as printer point of contact for office printing jobs, including design and printing of letterhead, envelopes, business cards and other brochures.
- Responsible for regular, timely information updates, in coordination with other staff members, for the OCA website and other OCA social media properties including development of short-term and long-term social media schedules.
- Write and distribute press releases for OBC, OCA and OCF activities.
- Write and distribute all communications (press releases and advertisements) for the Ohio Beef Expo pre, during and post event. Assist with social media activities during Expo.

Engagement with Association Stakeholders

- Write articles for the *Ohio Cattleman* magazine and other OCA publications, including but not limited to, producer and youth features and news stories.
- Implement regular communications for OCA members, including monthly e-news, newsletters, etc.
- Engage with communications staff from other Ohio agricultural organizations to further effective communications for the state's agricultural industry.
- Participate in Livestock Publications Council, attend national and regional meetings and interact with counterparts from other livestock publications to advance OBC and OCA programs.

Programs and Meetings

- Function as staff photographer at designated events; maintain and log orderly magazine files, art files and photo files.
- 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 marketing leader for the Ohio Beef Council.

Candidate Expectations:

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

- Bachelor's degree in communications and graphics design experience 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 Adobe InDesign and Adobe Photoshop and have experience with publication layout and graphics design for print and social media.
- Highly proficient with Microsoft Office Suite of software programs.
- 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 Cattlemen's Association and the Ohio Beef Council 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
10600 U.S. Highway 42
Marysville, Ohio 43040

614-873-6736 eharsh@ohiobeef.org

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