

Missouri Beef Industry Council
Manager of Industry Relations and Office Oversight
Position Description

The Missouri Beef Council is a non-profit organization working on behalf of Missouri's Beef and Dairy producers. The Beef Council administers the Beef Checkoff program in Missouri which funds Promotion, Education, and Research programs. Our vision is to have a strong and viable beef industry in Missouri. Our mission is to improve the demand for beef. Our priority is to promote and strengthen beef's value proposition; grow consumer trust in beef and beef production; protect and enhance the business climate for beef; and drive growth in beef exports.

The Manager of Industry Relations and Office Oversight position reports to the Executive Director of the Council. They are responsible for communicating with producer stakeholders, relaying information about the work the council does to promote beef. They are responsible for clearing all communication and marketing materials with the Manager of Communications and Marketing to ensure compliance with federal style guide and language requirements. In addition to these responsibilities, the Manager of Industry Relations and Office Oversight will oversee daily operations at the office, as well as ensuring that there are adequate materials available for distribution (promotional and educational alike) and distributing these materials as requested to stakeholders and consumers.

This position requires a self-motivated team player who is a strong communicator and has intuitive people skills as well as being a fast learner. The ideal candidate should be able to work effectively with all personality types and has the ability to collaborate with, influence and motivate stakeholders and consumers. This position also requires strong organizational skills and the ability to focus on multiple projects at once.

Key Responsibilities include but are not limited to:

- Oversee and implement Producer Communication Outreach efforts.
- Administer Beef Quality Assurance programming in the state.
- Monitor agricultural and other news stories and sources to find new opportunities for engagement.
- Develop relationships with fellow industry organizations and learn new ways to partner with them.
- Distribute communications to all stakeholders and partner organizations through email, press releases, website, and social media campaigns.
- Develop, obtain, and distribute promotional and educational materials for Checkoff-related programs.
- Manage Checkoff Grants provided by the Council (Beef Promotion, Beef Education, and Beef in the Classroom specifically) available to producers and communities across the state.
- Travel is occasionally necessary to adequately meet the needs of the position.
- Other duties as assigned.

Qualifications:

- Education: A bachelor's degree in agriculture, communications, or a related field.
- Ability to deal with a wide range of people in a positive manner.
- Strong communication skills.
- Strong organizational, time management, prioritization skills, and detail oriented.
- Encouraged to reside in proximity of the Columbia, MO area.
- Compensation based on prior experience.
- Applications shall consist of standard resume and cover letter and will be sent to: admin@mobeef.com

