

Missouri Beef Industry Council
Manager of Communications and Marketing
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 Communications and Marketing position reports to the Executive Director of the Council. They work directly with television, radio stations, magazine, and newspaper partners to promote beef. They are responsible for clearing all communication and marketing materials with CBB/USDA to ensure compliance with the Federal Act and Order.

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 along with being comfortable in front of and behind the camera.

Key Responsibilities include but are not limited to:

- Coordinate with various Council partners on communications and marketing pieces of program implementation including:
 - Television, Radio, Content Creation, Print materials, Digital Materials, Advertisements, and Articles.
- Facilitate relationship with Federation of State Beef Council and Cattlemen's Beef Board staff to ensure all communications pieces match national standards.
- Support execution of digital advertising efforts for media campaigns, including optimizing campaigns during flight and supporting the preparation of mid- and end-of-campaign performance reports.
- Manage Council social media pages and website, including maintaining updates and making posts.
- Keeps up to date on agricultural and other news stories and sources to anticipate potential opportunities for engagement.
- Distribute communications to all partner organizations, interested parties, consumers, and influencer groups through email, press releases, website, and social media campaigns.
- Handle Issues Management scenarios including generating press releases, talking points, interviews, etc. for state staff and leadership to utilize.
- Travel is occasionally necessary to adequately meet the needs of the position.
- Other duties as assigned.

Qualifications:

- Education: A Bachelor's Degree in Agriculture, Marketing, Communications or a related field.
- Ability to deal with a wide range of people in a positive manner.
- Comfortable both in front of and behind a camera for content creation and program implementation.
- 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

