



Job Opening: Editorial/Production Artist

The American Hereford Association (AHA) is seeking candidates for a full-time production artist position in its Kansas City, Mo., office. Hereford Publications Inc. (HPI) publishes the *Hereford World*, sale catalogs, directories and a variety of small publications. This position will handle routine production duties of the *Hereford World* and various printed pieces produced by HPI's design team, Creative Services (CS). This position reports to the production manager and *Hereford World* editor.

Responsibilities:

- Work with the editor to set visual style of the publication, making sure it adheres to the branding of HPI and the AHA.
- Design layouts for the *Hereford World* and other AHA or HPI projects.
- Establish and manage a system for storing editorial photos in-house for easy submission and retrieval by editors and designers. Train editor and designers to utilize the system and work with AHA staff for access to images.
- Create and refine the InDesign/InCopy workflow process for the editorial team from the design perspective.
- Post the monthly issues and articles of the *Hereford World* on the AHA website in a flip and or PDF format by the first of every month. Convert print layouts to digital formats.
- Source and manage cover photo imagery for the *Hereford World*. Work with the editor to evaluate photo submissions, stock photography and other design materials to align with *Hereford World*'s visual style and organizational standards.
- Serve as a resource for inquiries requesting editorial photos or articles from HPI.
- Collect sale reports and show reports from the AHA field staff.
- Format sale and show reports and national sale results for the *Hereford World*.
- Manage the archiving process for *Hereford World* editorial.
- Work with the assistant editor to update content and design the AHA's annual *Hereford Handbook*.
- Work with the editor to design the AHA's annual report.
- Assist with posting AHA or CS projects to the AHA website as-needed.
- Work with the editor to collect stock photography for HPI and AHA. Ensure all legal documents pertaining to photo shoots are completed, signed and archived as needed. Evaluate photos and provide feedback to photographers.
- Work with the editor to update the *Hereford World* stylebook as needed.

Skill advancement:

- The employee is expected to improve skills to strengthen the team. This includes thorough understanding of the *Hereford World* stylebook, the AP Stylebook and magazine editing philosophies.
- Must have strong attention to detail, visualizing the final product through the design process.
- Excellent communication skills to facilitate collaboration with coworkers and/or clients.
- Ability to organize, prioritize and execute multiple activities simultaneously.
- Knowledge of Adobe Creative Cloud properties (especially InDesign, InCopy, Photoshop, Illustrator and Bridge).

Education and experience:

- Degree in graphic arts and/or other applicable fields, or equivalent work experience.
- Must have at least five (5) years of publishing and/or related industry experience, preferably in the beef cattle or agriculture industries.

Benefits:

- Employees of the Association enjoy a competitive benefits package including medical insurance, dental insurance, vision coverage, life and disability insurance along with a 401(k). Personal time off (PTO) and vacation are also included.

If interested in this position, please submit a cover letter, resume, a portfolio and salary requirements to Caryn Vaught, cvaught@hereford.org.

The American Hereford Association (AHA) is the second largest beef breed registry in the U.S. with more than 7,500 adult and junior members. The AHA's mission is to grow demand for Hereford genetics by delivering the highest quality and most efficient services to members and other progressive cattlemen in the areas of breed registry, genetic improvement and education. The Association is located in Kansas City, Mo., along with its three subsidiaries: Hereford Publications Inc., Certified Hereford Beef LLC and the Hereford Youth Foundation of America. The AHA is an EOE.