

# **CALIFORNIA BEEF COUNCIL**

## **DIRECTOR- PRODUCER RELATIONS**

The California Beef Council (CBC) serves as the promotion, research and education arm of the California beef industry, and is mandated by the California Food and Agriculture Code. Our mission is to position the California beef industry for sustained beef demand growth through promotion, research and education. As part of this mission, the CBC works closely with California's cattle ranchers and beef producers. The Director of Producer Relations is key in developing and maintaining this mutual relationship between the CBC, the national Beef Checkoff Program and California's cattle ranchers and beef producers and serves as an important part of the overall CBC communications team.

### **General Description of Duties:**

This position coordinates the producer communication and engagement efforts for the California Beef Council (CBC). This includes such activities as developing producer-focused Checkoff articles for dairy, beef and general California-based agricultural publications; attending producer events as a spokesperson for the council; assisting with and promoting quality assurance trainings for beef and dairy producers and creating and distributing the council's annual report, all within an established budget.

### **Specific Tasks\*:**

1. Communicate the checkoff's messages to producers through the production and distribution of e-newsletters, display ads and feature articles in trade publications.
2. Represent the Council's interests in both Dairy Beef Quality Assurance (DBQA) programs and Beef Quality Assurance (BQA) activities as requested.
3. Attend producer meetings and present brief updates on California Beef Council (CBC)/ checkoff activities as requested/assigned.
4. Produce and promote quarterly producer engagement webinars that highlight beef checkoff- funded programs and research.
5. Assist with other joint staff efforts such as pasture to plate tours, select consumer events, retail and foodservice events as requested.

**\* The list of tasks above is not intended to be all-inclusive. There may be other duties as assigned.**

### **Minimum Qualifications:**

1. Education and Experience:
    - a. Bachelor's Degree (B.S.) in Agricultural Journalism, Ag Communications or related agricultural field of study preferred. A B.S. degree in Food Science, Animal Science, Meat Science or Ag Business with demonstrated writing proficiency/ communications skills may be given consideration.
- Additional Minimum Qualifications-**
- b. Four or more years of post-graduate employment experience working in communications or public relations for an agricultural business or agency.
  - c. A working knowledge of beef and/or dairy cattle production.

A combination of education and experience may be deemed equivalent at the discretion of the executive director.

2. Skills, Knowledge and Abilities:
  - a. Excellent written and verbal communication skills.
  - b. Experience with public relations and media outreach a plus.
  - c. Ability to deal courteously and cooperatively with public, beef industry and staff in all forms of communication.
  - d. Familiar with majority of programs in Microsoft Office Suite and Adobe Creative Suite.
  - e. Work experience in beef or dairy cattle production a plus.
  - f. Bilingual- Fluency in Spanish would be considered beneficial to the position.
3. Must live within a one-hour commute to the Sacramento area or be willing to relocate. A minimal relocation stipend may be available as negotiated upon hire.

### **Compensation and Benefits:**

Salary determined by the Executive Director, commensurate with applicant experience and as budgeted by the council. Benefits available according to the current employee policy at the time of hire.

**This is a fulltime hourly, non-exempt position.**

**For more information regarding this position, contact Bill Dale, Executive Director of the California Beef Council at 916/925-2333, or email your resume and references to [bill@calbeef.org](mailto:bill@calbeef.org). For information about the California Beef Council, visit our website at [www.calbeef.org](http://www.calbeef.org).**

**We will be accepting resumes until July 30, 2021.**

**It is the policy of the California Beef Council to recruit and select qualified applicants for employment without regard to race, color, religion, national origin, sex, age, disability, veteran status or sexual orientation. In accordance with the provisions of the Civil Rights Act of 1964, as amended, and Executive Order 11246, this policy fully embraces equality of opportunity and affirmative action with respect to all employment matters.**