



**COMMUNICATIONS COORDINATOR**  
**Kansas Beef Council**

**Title:** Communications Coordinator

**Reporting Relationship:** Reports to the Executive Director of KBC

**Type of Position:** Full-time employment

The communications coordinator is responsible for supporting the Kansas Beef Council's (KBC) strategy to reach both consumer and producer audiences through a combination of digital and traditional outreach. Possessing strong writing, speaking and graphic design skills, the communications coordinator assists with the development and delivery of interactive content to reinforce beef's positive brand image, helps decrease barriers to consumption and communicates the effectiveness of such efforts with various stakeholders. Additionally, the communications coordinator will reach a defined target audience through producer outreach and beef industry education programs.

**Essential Functions**

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the functions which the employee may be expected to perform.

- Independently research, draft and publish material that follows the brand content calendar.
- Ensure that all content follows proper brand standards and review processes, including subject-matter expert reviews and USDA approval.
- Assist in fostering a positive social community and add value to the social media user experience while enforcing social media guidelines as defined by the brand.
- Create new website and blog content that follows proper brand guidelines.
- Assist in the development and distribution of high-quality, compelling content aimed at positioning beef as the premiere protein.
- Assist on video and photo shoots as needed.
- Help plan and execute consumer and industry events as needed.
- Engage with producers and producer-led committees as assigned.
- Manage development of producer communications content (digital content, newsletters, press releases, written materials, photoshoots, etc.), working collaboratively with agency and media partners and KBC staff to ensure integrated content and messaging is shared with producer audience.
- Explore, recommend, and activate new ways of sharing and producing engaging checkoff content.
- Provide design services for digital and traditional communication pieces such as newsletters, infographics, web pages and advertisements.
- Create and conduct checkoff presentations and speak on beef industry topics.

- Assist with identifying, establishing, and maintaining relationships with key producers and industry stakeholders.
- Assist in the implementation of advocacy outreach programs through various producer education trainings.

**Education:** Minimum of a bachelor's degree in communications, agricultural journalism, agribusiness, marketing, or advertising.

**Experience:** Proven history of written communication and design. Working knowledge of beef industry and comfort working with and being around cattle

**Skills:** The ideal candidate for this position must demonstrate excellent writing, organization, verbal communication and interpersonal skills. Must be a self-starter with a collaborative team member mindset and work successfully with teams on multiple projects under tight deadlines. Sound judgment, responsiveness and clear team communication skills are required. Flexibility is vital as job content could range from strategic to executional. Must have proficiency in Adobe Creative Suite, especially InDesign.

Must be able to communicate effectively with all levels of company and industry representatives, verbally and in writing. Must be organized, a self-starter and disciplined in workflow and habits. Must be a team player with a high degree of dedication and commitment to KBC and the beef industry. Position will require some travel.

#### **Physical Requirements**

- Ability to drive a vehicle, possess a valid driver's license, and have an acceptable driving record that meets KBC's insurance requirements
- Viewing of a computer screen for extended periods with hand / wrist manipulation to operate a keyboard
- Ability to stand and walk for up to 8 hours. Ability to generally balance, stoop, kneel, or crouch
- Ability to lift / move up to 50 lbs

Interested applicants: Send resume and cover letter to Kevin Thielen by email at [kevint@kansasbeef.org](mailto:kevint@kansasbeef.org)