

Kentucky Cattlemen's Association

Title: Communications Manager

Overview: The Communications Manager is at the forefront of advocating state-wide for Kentucky's 38,000 beef farm families, with the objective of educating and informing Kentucky's beef producers of the activities of the Kentucky Cattlemen's Association, including all entities.

Overall Responsibilities: Manage day-to-day communications efforts in the office with a highlight on publishing KCA's monthly publication as well as two other state publications. This position will require a self-motivated individual capable of producing content that engages both producers and consumers and builds brand recognition.

Key Responsibilities:

- Responsible for publishing the monthly publication for KCA, Cow Country
- Responsible for publishing Keystone Cattleman and Michigan Cattleman, quarterly
- Heavy emphasis will be on writing feature stories and editorial for use in publications, social media and websites
- Creating press releases for all entities
- Sell advertising for publications, working directly with producers and local businesses
- Work with all KCA entities to generate new ideas and strategies
- Plan and manage the content and production of marketing materials
- Utilize all resources to ensure each project is accurate and complete

Reports to: Will work independently, but under the direction of the KCA Executive Vice President and Chief Operations Officer

Qualifications:

- Bachelor's degree in agriculture communications preferred or relevant experience
- Outstanding written and verbal communication skills
- Strong editing and proofreading skills
- Knowledge of Kentucky's beef cattle industry
- Excellent organizational skills
- Self-motivated with attention to detail
- Must be able to multitask and work well under pressure
- Ability to work well with all staff, as well as outside clients and vendors

To Apply, Submit the following by April 28, 2023

A letter of interest clearly stating the job title you are applying for to info@kycattle.org, along with (1) Updated Resume including work history, (2) three names, with addresses and phone numbers, of references

Screening of applications will begin May 1st and continue until a qualified applicant is selected.