

Director of Communications & Managing Editor

Estimated Breakdown of Staff Time:

50 % Ohio Beef Council
35 % Ohio Cattlemen's Association
15 % Ohio Cattleman Magazine

Send Cover Letter & Resume to:

Elizabeth Harsh, Executive Director
Ohio Beef Council
10600 U.S. Highway 42
Marysville, Ohio 43040
614-873-6736 eharsh@ohiobeef.org

Requirements:

To effectively handle the position, the individual needs a B.S. degree. Related work experience is not required but preferred. Proven organizational skills and excellent oral and written communications skills are essential. Must be detail oriented and able to prioritize tasks, balance multiple priorities and meet deadlines. Publication layout and design skills necessary and must be highly proficient with Adobe InDesign and Adobe Photoshop. Photography experience required. Agricultural background required, cattle background preferred. Occasional overnight travel is required including out-of-state workshops and programs. Late evening travel and weekend responsibilities are necessary to accommodate some functions.

General Responsibilities:

Coordinate

- All aspects of production for the *Ohio Cattleman* magazine as Managing Editor and Graphics Designer.
- Communications activities for OCA & OBC, including press releases, website updates and social media outreach efforts
- Design of all office brochures, flyers, etc.

Specific Responsibilities:

Oversee all coordination and planning of the *Ohio Cattleman* magazine, including assisting the editor in compiling editorial, photos, advertising, proofing and working with appropriate vendors to meet production and printing schedules.

Perform graphics design of the *Ohio Cattleman* magazine and other OCA publications, including design of OBC, OCA and OCF informational brochures, the annual calendar, *The Ring* and e-newsletters.

Write articles for the *Ohio Cattleman* magazine and other OCA publications, including but not limited to, producer and youth features and news stories.

Implement regular communications for OCA members, including monthly e-news, newsletters, etc.

Serve as printer point of contact for office printing jobs, including design and printing of letterhead, envelopes, business cards and other brochures.

Responsible for regular, timely information updates, in coordination with other staff members, for the OCA website, Ohio Beef Expo website and other OCA social media properties including development of short-term and long term social media schedules.

Responsible for regular, timely information updates, in coordination with other staff members, for the Ohio Beef Council (OBC) website, and other beef council social media properties including development of short-term and long term social media schedules.

Write and distribute press releases for OBC, OCA and OCF activities.

Write and distribute all communications (press releases and advertisements) for the Ohio Beef Expo pre, during and post event. Assist with social media activities during Expo.

Function as staff photographer at designated events; maintain and log orderly magazine files, art files and photo files.

Supervise interns for the advancement of OBC, OCA and OCF programs.

Attend National Cattlemen's Beef Association meetings and interact with other state and national staff to coordinate related programs.

Participate in Livestock Publications Council, attend national and regional meetings and interact with counterparts from other livestock publications to advance OBC and OCA programs.

Perform other related duties and responsibilities as requested by the Executive Director for the development of OBC, OCA and OCF programs.