



## **Director of Consumer Outreach**

The Alabama Cattlemen's Association (ACA) Director of Consumer Outreach is a position that fulfills a variety of roles within the beef checkoff program for the association. This position requires a highly motivated, self-starter who is energetic and knowledgeable about the beef industry. Overall, this position is responsible for increasing consumer demand for beef through education, marketing and promotion in Alabama through the following avenues:

- Coordinate and execute BEEF 101 educational programs in partnership with Auburn University.
- Assist in developing and implementing all digital and in-person programs that fit the national objective for increasing consumer beef demand.
- Partner with Family and Consumer Science (FACS) programs and collegiate culinary instructors statewide to increase beef education to students.
- Attend cattlemen meetings, sales and other industry events to discuss how checkoff programs increase consumer beef demand.
- Work with retail and foodservice partners in the state to coordinate educational programs and promotions to increase beef sales.
- Report quarterly to members of the Alabama Beef Checkoff Council on program implementation.
- Assist with other assignments and jobs as described in the marketing plan and assigned by the Executive Vice President.

### **Knowledge and Skill Requirements:**

- Minimum of B.S. in Agricultural Communications or a related field in Agriculture from a college or university
- Thorough knowledge of the cattle industry
- Minimum 2 years industry experience preferred
- Ability to communicate effectively both orally and in writing
- Excellent time management and organizational skills
- Self-starter, team player that can also accomplish individual tasks
- Ability to work with staff and volunteer leaders to plan and execute programs

This position is located at the Alabama Cattlemen's Association in downtown Montgomery, AL and requires some night and weekend work, as well as travel. Salary is negotiable and commensurate with abilities and experience.

Please send cover letter and resume to Erin Beasley at [ebeasley@bamabeef.org](mailto:ebeasley@bamabeef.org).