



JOB DESCRIPTION

Position Title	Department	Reports to
Manager of Communications & Managing Editor		Executive Director
Employment Status	FLSA Status	Effective Date
<input type="checkbox"/> Temporary <input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time	<input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Exempt	2022

POSITION SUMMARY

The Manager of Communications & Managing Editor will provide oversight and implementation of digital, social media and visual content planning, engaging with media, industry partners and farmers.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The essential functions include, but are not limited to the following:

Internal & External Communications – Graphics Design (print & online), Writing, Social Media, and Digital Content

- 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 Ohio Beef Council (OBC), OCA and Ohio Cattlemen’s Foundation (OCF) informational brochures, the annual calendar, and e-newsletters.
- 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 and other OCA 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.

Engagement with Association Stakeholders

- 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 bi-weekly e-news, newsletters, etc.
- Engage with communications staff from other Ohio agricultural organizations to further effective communications for the state's agricultural industry.
- Participate in Livestock Publications Council, attend national and regional meetings and interact with counterparts from other livestock publications to advance OBC and OCA programs.

Programs and Meetings

- 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.
- Perform other related duties and responsibilities as requested by the Executive Director for the development of OBC, OCA and OCF programs.
- Serve as a business partner and backup to other members of the team, including the marketing leader for the Ohio Beef Council.

MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)

- Bachelor's degree in communications and graphics design or equivalent is required; 1-2 years' work experience in a same or similar role preferred.
- Demonstrated organizational skills and excellent oral and written communications skills are essential.
- Detail-oriented and able to prioritize tasks, balance multiple priorities and meet deadlines.
- Highly proficient with Adobe InDesign and Adobe Photoshop and have experience with publication layout and graphics design for print and social media.
- Highly proficient with Microsoft Office Suite of software programs.
- Experience in farming, food production or related areas encouraged, but not required.
- Occasional overnight travel is required for out-of-state workshops and programs; some late evening travel and weekend responsibilities necessary for events and meetings.

PHYSICAL DEMANDS AND WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

Physical Activity

Seldom – climbing, balancing, stooping, kneeling, crouching, crawling, pushing, pulling, feeling

Frequently – reaching, lifting, grasping, repetitive motion

Constantly – standing, walking, fingering, talking, hearing

Physical Requirements

Light work. Exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force constantly to move objects. If the use of arm and/or leg controls requires exertion of forces greater than that for sedentary work and the worker sits most of the time, the job is rated for light work.

Visual Acuity

The worker is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines (including inspection); using measurement devices; and/or assembly or fabrication parts at distances close to the eyes.

Environmental Conditions

The worker is not substantially exposed to adverse environmental conditions (such as in typical office or administrative work.)

NOTE

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.

The company is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable.