Manager of Member Services

Location: Position will collaborate with other staff members and is based out of the Ohio Cattlemen's Association office in Marysville but may be hybrid following an orientation period. Position offers flexible hours with some selected weekend events. Financial incentive opportunities available.

Consults with: Position will work independently, but under the direction of the Executive Director.

Position Summary

The Manager of Member Services will coordinate and implement the association's membership marketing programs and services and revenue development efforts, engaging with allied industry partners, cattle producers, including breeders, commercial cow-calf, backgrounders, club calf and feedlots.

Essential Duties and Responsibilities

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

- Responsible for implementation of OCA membership recruitment and retention marketing programs in consultation with OCA membership committee for all classes of OCA membership.
- Create and execute OCA revenue development programs and secure association program sponsors and partners.
- Travel the state to attend events where OCA members and potential members gather to further communications and member recruitment efforts.
- Speak at OCA, county cattlemen's association, and industry partner events and programs to provide OCA and issue updates.
- Serve as resource and point of contact for county cattlemen's associations including coordination of regular e-newsletters.
- Serve as advertising sales representative for all OCA publications, digital properties, websites, etc., including Ohio Cattleman magazine and OCA calendar. Work with Livestock Advertising Network (LAN). Coordinate with Managing Editor on ad design, oversee ad proofs and compile information for advertising invoices.
- Plan member service educational meetings across the state for OCA members and plan OCA recruitment meetings that provide policy and checkoff updates.
- Promote NCBA membership and coordinate Ohio and NCBA joint membership activities.
- Manage OCA Allied Industry Council program and provide member services including meeting planning and timely communications with regular e-newsletters.

- Coordinate Member Services and serve as point of contact for OCA members and oversee member benefit programs and theft reward program.

- Responsible for fielding member phone calls, gathering information on issues/concerns or questions and responding timely.

- Represent Executive Director at meetings involving beef related industry issues, programs and events.

- Teach and assist with beef checkoff's Beef Quality Assurance (BQA) program for adult and youth audiences.

- Plan and coordinate, in collaboration with staff and volunteers, activities of the Ohio Beef Expo Breeds Committee, Genetic Pathway exhibits and OCA membership booth.

- Assist with Ohio Beef Council checkoff messaging at events and exhibits.

- Assist with the planning and execution of the Buckeye Cattlemen's Summit, OCA Young Cattlemen's Conference leadership program and the Cattlemen at the Capital advocacy program.

- 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 communications leader for the Ohio Cattlemen's Association.

Minimum Qualifications (Knowledge, Skills, and Abilities)

- Beef industry background required.
- Bachelor's degree in animal sciences or ag communications or equivalent is required; 1-2 years work experience in a same or similar role preferred.
- Sales and marketing experience highly 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 Microsoft Office Suite of software programs.
- Occasional overnight travel is required for out-of-state workshops and programs; some late evening travel and weekend responsibilities necessary for events and meetings.