

## **FLORIDA BEEF COUNCIL**

**January 2, 2017**

### **Job Description: Director of Beef Marketing and Promotion**

**Purpose of Job:** Work in all aspects of beef promotion to build beef demand through utilization of Beef Checkoff dollars in state of Florida.

**Reporting:** Position shall report and work under direction of CEO of the Florida Beef Council with normal responsibilities to Board of the Florida Beef Council and Chair.

**Responsibilities:** Manage all activities for the Florida Beef Council and implement policies of the Board. This shall include monitoring the FBC annual budget, meeting planning, preparing and distributing communications to the Board, creation and execution of annual marketing plan to build beef demand in most efficient manner as possible to reach maximum return on invest of check off dollars. This will include involvement in collection and handling of mail both inbound and outbound, producer communications, social media updates, content development, involvement with the media, website updates as well as some limited compliance responsibilities. General event planning and execution. The position will entail outreach and business relationship development across retail, food service, researchers, health professionals and general consumers. The position shall act as liaison to other contractors such as the Florida CattleWomen Inc. to assist with the execution of their programs in education and beef promotion. Provide review updates of all activities on a monthly basis and report outcomes to the Florida Beef Council Board of Directors. Interact and maintain working relationships with other state Beef Councils as well and contractors of the Cattlemen's Beef Board. These may be restricted or expanded upon agreement with the CEO.

**Minimum Requirements:** Four year degree in related field from an accredited college, strong knowledge of the beef industry and marketing to consumers. Work experience deemed appropriate by CEO. Proficient in computer skills and possess management skills to excel in position. Ability to communicate clearly both written and verbal (public speaking engagement vital for this position).

**Principal contacts:** Florida Beef Council Board of Directors, CEO and other office staff. Externally interact with Cattlemen's Beef Board, United States Meat Export Federation, other State Beef Councils, Contractors, Retailers, Food Service Organizations, Educators, Purveyors, University personnel, Producers, Checkoff Collection points etc.

**Controls:** Maintain accurate records, document expenses, code expenses and project funds properly, to allocated projects, develop and operate within annual budget and monitor performance vs budget through the year. Generate a written monthly report of activities. No check signing authority or responsibility to negotiate or represent Florida Beef Council with banking institutions.

**Application Process:** Candidates interested in this position must submit a cover letter, resume and three references in writing and mail to: Jim Handley, Chief Executive Officer, Florida Beef Council, P.O. Box 421929 Kissimmee, FL 34742-1929. Please call 407-846-4557 or email Jim Handley at [Jim@FloridaCattlemen.org](mailto:Jim@FloridaCattlemen.org) with any questions.

The Florida Beef Council is an Equal Opportunity Employer that recruits and hires qualified candidates without regard to race, religion, sex, sexual orientation, age, national origin, ancestry, citizenship, disability or veteran status.