



## IBA DIRECTOR OF COMMUNICATIONS

### Essential Job Functions:

IBA's Director of Communications fulfills a variety of roles which are critical to building and supporting the Association and its programs. This individual shall lead the development of communications and marketing strategies, goals and actions; utilize appropriate market research methods and information; identify key audiences and communication objectives; apply suitable performance measures; and manage the Association's branding strategy to ensure effectiveness, consistency, and alignment with goals to advance the mission of the Illinois Beef Association.

### Responsibilities:

- Manage the editorial and advertising makeup of the bi-monthly *Illinois Beef* magazine. Write and manage editorial content, sell and design advertisements, and coordinate magazine production/proofing and prepare the magazine to be printed.
- Develop communication strategies, and create, execute and oversee IBA communication to several audiences, including farmers, members, consumers and stakeholders of the Association.
- Execute multi-media action plans to influence news coverage on behalf of the Association, including digital and social media marketing, website management and updates, press releases and project management.
- Work with IBA staff and leaders to equip a statewide network of industry spokespersons with talking points on a variety of beef industry issues.
- Monitor issues and work with Executive Vice President to establish appropriate communications plans.
- Serve as staff lead to execute Checkoff-funded beef promotion activities in the following areas: issues management, advertising, consumer education, and public relations.
- Serve as staff lead to the Illinois Farm Families coalition, working to extend Beef Checkoff-developed messages into IFF's scope of activities in Illinois.
- Manage the IBA brand and messaging to ensure consistent use.
- Manage IBA awards program and work with IBA leaders to nominate Illinois producers for the IBA Seedstock Producer, Commercial Producer, Environment Steward, Outstanding Junior, and Farm Family of the Year.
- Photograph IBA's policy and checkoff-related events for distribution inside and outside IBA's communication channels.
- Provide graphic design support for all Association programs as needed.
- Serve as the Association's primary media contact and publicity officer.

**Knowledge and Skills Required:**

- BA or BS degree in relevant communications, business or related field
- Excellent written and oral communications skills - clear, concise, creative and persuasive
- Demonstrated passion for the beef industry and the critical issues of our time
- Creative and strategic thinker with a demonstrated ability to effectively position an organization's point of view with a wide range of internal and external stakeholders
- Strong organizational skills and the ability to manage multiple, concurrent projects under tight deadlines; excellent time and project management skills
- Attention to detail and strong follow through
- Effective problem solver and self-starter
- Knowledge and experience with food, agriculture and beef industry issues
- IBA Director of Communications reports to the Executive Vice President

**Salary and Benefits:**

Salary is commensurate with abilities and experience. Benefits available may include contribution into a Health Savings Account, health, dental and life insurance contribution, sick leave, vacation days and unemployment compensation.

*Position posted May 30, 2018 and will remain open until filled.*

*Send cover letter, resume and references to Jill Johnson at [jill@illinoisbeef.com](mailto:jill@illinoisbeef.com) to apply.*