



## **MEMBERSHIP & COMMUNICATIONS MANAGER**

### **Essential Job Functions:**

IBA's Membership & Communications Manager fulfills a variety of needs which are critical to building and supporting the Association and its mission. This team member will lead the management of communications and marketing strategies, goals and actions; utilize appropriate market research methods and information; identify key audiences and communication objectives; and manage the Association's branding strategy to ensure effectiveness, consistency, and alignment to advance the mission of the organization.

### **Policy Division Responsibilities:**

- Manage the Association's membership recruitment and retention efforts. Execute annual membership campaign and develop a recruitment plan along with membership incentives and benefits. This includes working closely with the Association's local affiliate leaders and policy staff of the National Cattlemen's Beef Association to foster cattlemen membership at the local, state, and national levels.
- Support the Executive Vice President with policy communications efforts to inform legislative and government leaders on cattle industry interests and objectives of the organization.
- Build and maintain relationships with IBA's members and network of affiliates as well as breed associations and other beef and agriculture industry groups in Illinois.
- Under the guidance of the Director of Programs and Services, co-manage the Illinois Junior Beef Association and all related activities and programs. Co-Advise the IJBA Board of Directors.
- Assist the Publications & Promotions Manager in the development of content for *Illinois Beef*, IBA's member publication, along with our social media and other marketing platforms.

### **Checkoff Division Responsibilities:**

- 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.

### **Shared Responsibilities (shared between IBA's Policy & Checkoff Divisions):**

- Manage public relations strategies, and create, execute and oversee IBA communication to several audiences, including farmers, members, consumers and stakeholders of the Association. Serve as a primary media contact and spokesperson for 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.
- 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, Environmental 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.
- Support Executive Vice President with communications and correspondence for Board of Governors meetings and events.
- Support office operations as shared across the team to serve day-to-day needs of IBA.

**Knowledge and Skills Required:**

- Degree in communications, marketing, animal sciences, ag business, or related field
- Excellent 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
- Membership & Communications Manager 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.

***This full-time employment opportunity will be based in IBA's offices in Springfield, Illinois.***