

Title: Communications Coordinator

Location: Denton, Texas (RAAA National Headquarters)

Report to: CEO and the Director of Commercial Marketing

Job Purpose:

Primary purpose is to communicate with members, stakeholders and general public the benefits and programs associated with Red Angus cattle and the people that raise them. Communication methods will include website, social media and printed materials. Also, this position will manage the Affiliate Grant Program.

Qualifications:

- Knowledge of print, electronic and video media (Adobe Creative Suite).
- Creative writing.
- Evidence of previous work.
- Two or more years of experience in related fields.
- Ability to work in a team-focused approach and communicate effectively with other staff.
- Graphic design.
- General computer skills.
- Beef cattle background (preferred).

Responsibilities:

- Manage RAAA, RAFI websites (including content, layout, updates, etc.)
- Manage Social Media marketing campaigns and day-to-day activities.
- Produce internet communications with members and stakeholders (i.e. eNews, eBlasts, and other outlets).
- Manage Affiliate Grant Program (the AGP is a cooperative advertisement program between state/regional groups and the RAAA).
- Oversee promotional materials for convention, membership, office visitors, and breed promotional materials for purchase by the general public.
- Team member for event planning (Annual Membership Convention, Board Meetings, Educational events).
- Other responsibilities based on skill sets and determined by the CEO.

Education:

Minimum of a Bachelor of Science degree or work experience in one of the following areas:

- Ag Communication/Journalism.
- Website design and content management.
- Animal Science.

Direct Reports:

- None.

Please send your resume and cover letter to RAAA CEO, Twig Marston by one of the following methods:

Mail: Red Angus Association of America
Attn: Twig Marston
4201 N I-35
Denton, TX 76207-3415

Email: twig@redangus.org

Fax: (888) 829-6069