

The Red Angus Association of America (RAAA) has the following career opportunity available for a qualified individual seeking employment in the beef industry.

Title: Commercial Marketing Specialist

Location: Commercial Marketing Specialist is a traveling position and location of the qualified individual is negotiable.

Qualifications:

- Beef Cattle Background (Cow/calf ranch) (feedyard) preferred
- Proficient in communicating with cattle ranchers, farmers, and beef industry personalities
- Negotiating skills are an asset
- Budgeting experience (preferred)
- Cattle evaluation skills (preferred)

Responsibilities:

- Strengthen relationships between commercial cow/calf (bull customer) and RAAA
- Build a network between RAAA breeders, commercial cow/calf ranchers and down stream partners of Red Angus stakeholders
- Assist bull customers in genetic selection
- Participate as a team member in RAAA marketing, national advertising and promotional programs
- Other responsibilities based on skill and interest may be determined by the CEO and department head

Job responsibilities may evolve with experience and career successes, advancement will be determined and prioritized as complementary strengths are identified within the RAAA staff team.

Education:

Minimum, Bachelor of Science (preferred) in one of the following disciplines

- Animal Science
- Animal Breeding/Genetics
- Agriculture Education/Communications
- Agriculture Business/Economics

Interested candidates may send credentials to:

Gary Fike
Director of Commercial Marketing
Red Angus Association of America
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940-387-3502 ext. 20

or

Tom Brink
Chief Executive Officer
Red Angus Association of America
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