

Nebraska Cattlemen Director of Communications

The Nebraska Cattlemen Director of Communications has the responsibility of being the lead in developing and implementing communications and marketing strategies across Nebraska Cattlemen and its related entities to provide a strong voice to Nebraska's beef community.

General Responsibilities

- Develop and implement communications and marketing strategies for Nebraska Cattlemen and its related entities
- Develop and implement strategies to increase Nebraska Cattlemen's digital presence through social media, and other platforms
- Manage content development, and design
- Manage all social media platforms and planning for Nebraska Cattlemen events (Nebraska Cattlemen Midyear, Annual Convention, NCBA reception and office meeting rentals)
- Oversee news media inquiries, press release preparation, and news media relationships
- Manage the production of print and digital efforts, including but not limited to editorial for The Nebraska Cattleman magazine, podcast, blog, and the Nebraska Cattlemen Insider.
- Establish and maintain processes, systems, and workflows to ensure a cohesive operation between different departments within Nebraska Cattlemen
- Annually develop a communications and marketing budget
- Support other Nebraska Cattlemen departments and entities, including but limited to communications and marketing for events
- Fulfill other duties as assigned by the Executive Vice President

Qualifications

- Excellent verbal and written communication and presentation skills and attention to detail.
- Ability to multi-task, work cooperatively with others, and manage projects
- Experience building and maintaining processes and systems to support communications and marketing efforts
- Experience developing and implementing digital marketing efforts and social media content, analytics, and management best practices and tools
- 3-5 years of communications, and marketing experience preferred
- Position located at the Nebraska Cattlemen office in Lincoln
- Able to work normal hours and at other times including evenings and weekends as needed
- Bachelor's degree in Communications, marketing, or a related field

Reporting Relationship

Reports to Nebraska Cattlemen's Executive Vice President

Please submit a resume, cover letter, two writing examples, and a design example to pmcclymont@necattlemen.org, by March 21, 2022