

Iowa Cattlemen's Association

EVENTS & COMMUNICATIONS COORDINATOR

Iowa Cattlemen's Association, a grassroots organization focused on growing Iowa's beef cattle industry, is seeking an event and communications skilled team member.

Key Responsibilities:

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties may be required and assigned.

1. Facilitate the organization and execution of ICA-hosted events.

- Work collectively with ICA staff to conduct brainstorming and planning for ICA-hosted events, identifying overall objectives, timelines, and measurable goals per event.
- Construct detailed event plans for each event identifying tasks, timelines, and team responsibilities.
- Work within the Comms team to create and deliver event promotion strategies and tactics.
- Lead inquiries and coordination of event speakers and sponsors, act as the main point of contact.
- Provide timely staff updates to keep the team abreast of event specifics and team responsibilities.
- Facilitate the execution of events, ensuring all aspects are covered, utilizing team/member resources as support.
- Continually assess and conduct evaluation measures for continual event improvement.
- Evaluate new opportunities to deliver producer education through events, such as webinar series, partner events, etc.

2. Delivery of ICA's social media/digital communications strategy

- Implement ICA's social media plan.
- Assist with brainstorming and development of content strategy and creation.
- Regularly engage with external partners' social media and players that elevate ICA's message.
- Keep abreast and make recommendations on new social media platforms, tools, and best practices.
- Develop a plan and process for engaging through social media with our county groups' social platforms.
- Evaluate the effectiveness of platforms, posts, and engagement to recommend continual improvement to the overall strategy.

3. Liaison for ICA Board of Directors communication.

- Work directly with ICA CEO to deliver regular and accurate board communication.
- Responsible for inbound board communication not directed to ICA CEO – ex. Questions, RSVPs, board needs, etc.
- Assist with planning and coordinating board activities – travel, hotel, monthly meetings, meals, etc.

4. Support ICA's written communication efforts.

- Provide support for ICA programs and services through written updates for magazines, e-newsletters, social, and others.
- Write feature stories on occasion for ICA's monthly magazine.
- Act as support for county groups' communication efforts and work through ICA staff to help complete.

QUALIFICATIONS

EDUCATION and/or EXPERIENCE (preferred)

- 4 or 2-year degree in ag communications, ag education, event management, or other like major.
- Experience and interest working in an events and/or communications role.
- Experience using multiple social media platforms for professional use.
- An interest in and understanding of the beef cattle industry is recommended.
- Experience with grassroots or board-driven organizations a plus.

COMMUNICATION

- Ability to communicate according to the audience (audiences and medium will dictate), but always courteously and with professionalism.
- Ability to write in multiple formats - in-depth feature content, concise updates, social captions, and more -- in a clear, correct, and effective manner.
- Ability to work collaboratively with team members and foster a positive work environment to convey messages, seek input, and delegate as needed.
- Ability to effectively present information in one-on-one and group situations to members and other audiences connected to the beef cattle industry.

SKILLS

- A high degree of attention to detail and organization is required.
- Advanced writing ability and expertise
- Ability to apply common sense understanding to carry out detailed plans.
- Thoughtful approach to problem-solving.
- Ability to manage multiple tasks simultaneously.
- A high level of teamwork is needed to support multiple facets of the organization.
- Ability to think creatively to continue to bring fresh ideas and perspectives to deliverables.
- A mindset of continual learning – industry and role.

COMPUTER & TECHNOLOGY SKILLS

- Experience using Microsoft Office products, especially Word, PowerPoint & Excel as well as Google Suite Platform.
- Experience with traditional social media platforms and interest in potentially learning new evolving platforms.
- Experience with MemberClicks or other customer management tools a plus.

TRAVEL

Limited regional travel, as well as limited overnight travel required. Travel expenses reimbursed.

To apply for this position, email Erika (erika@iacattlemen.org). Applications will be accepted through May 24.