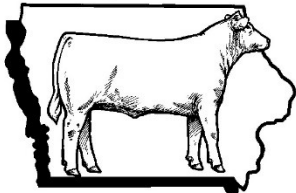


## Iowa Cattlemen's



Association

### Iowa Cattlemen's Association Director of Communications Posted November 10, 2020

**Reports to:** Chief Executive Officer

**Employment Status:** Exempt

#### **Job Overview:**

This position oversees, directs and manages the communication strategy for the association. Current communication platforms include, but are not limited to:

- The *Iowa Cattleman* monthly magazine.
- The Iowa Cattlemen's Association *Pen Check* and other e-newsletters.
- Oversight of the Iowa Cattlemen's Association website, Facebook page, Twitter account and other social media platforms.
- Development and distribution of news releases as well as Op-Ed pieces.
- Development and distribution of regular podcast and other communications from the association to its membership and beyond.

While other responsibilities connected to the position involve leadership, this staff member will also be asked to represent the association at various member and industry topic meetings throughout the year.

For more details or instructions related to application, potential candidates can contact: Matt Deppe, Iowa Cattlemen's Association CEO, 2055 Ironwood Ct., Ames, IA 50014; or [Matt@iacattlemen.org](mailto:Matt@iacattlemen.org), or office phone - 515-296-2266, or cell phone- 515-468-7785.

#### **Position Responsibilities:**

1. Responsible for media relations for Iowa Cattlemen's Association (ICA).
  - a. Creating and disseminating press releases to media highlighting ICA events, policies, strategies and other important association information.
  - b. Cultivate and maintain positive relationships with media representatives in order to position ICA as the voice for the Iowa cattle industry.
  - c. Creating and arranging for ICA leadership participation in print media and radio messaging including issue-related interviews as well as frequent ICA updates.
2. Responsible for developing content of print and electronic communications.
  - a. Write, edit and/or review magazine articles, technical papers, producer profiles, legislative updates and related documents.
  - b. Identify and research timely and pertinent industry issues, seek out contributing authors and assist with scheduling of ICA publications.
3. Responsible for the publication and distribution of the bi-monthly ICA e-newsletter.
  - a. Communicate with ICA leadership and staff to compile news information into the e-mail template (*PenCheck, Beyond the Bunk, Cow-Calf Chronicle and Boots in the Pasture*) for distribution to ICA members.
  - b. Generate income from the sale of advertisement on the ICA e-newsletter.

4. Responsible for administration of the ICA website.
  - a. Maintain a user-friendly and attractive website including frequent updates and posting of relevant information.
  - b. Working with outside contractors, annually review proposals for ICA website template modifications.
  - c. Generate income from the sale of advertisement on the ICA website and assisting ICA members with website creation/maintenance.
5. Responsible for the development and coordination of beef industry spokesperson training.
6. Represents ICA in relevant and current social media platforms.
7. Serves as the staff liaison to an ICA Committee and/or Taskforce.
8. Assists ICA leadership and staff in the recruitment and retention of ICA and NCBA members.
9. Represents ICA in a professional manner at various local, state, and national meetings, conventions, and other events, including formal presentations at such events, as assigned by the Chief Executive Officer.
10. Under the direction of the Chief Executive Officer, attends various industry meetings, seminars, conferences and research symposia to keep abreast of new industry information, research, and technology applicable to program development.
11. Performs other duties as assigned by the Chief Executive Officer.

*November - 2020*