

POSITION ANNOUNCEMENT — American Brahman Breeders Assn.

The American Brahman Breeders Association is seeking a Director of Communications and Youth Activities.

Position	Director of Communications / Youth Activities	Salary	\$35,000/year plus benefits
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General Information:

- Office hours are Monday through Friday, 8:00 a.m. to 5:00 p.m.
- Some after-hours and weekend work required
- Some travel required
- Paid holidays
- Upon completing 3 months of employment, employee will be eligible for benefits (insurance, retirement, sick & vacation time)

Qualifications:

- Bachelor's degree in agricultural communications, animal science, or related field
- Livestock background preferred
- Strong communication and organizational skills
- High levels of computer proficiency and experience required. Preferred experience with Adobe Creative Suite CS3 or higher, Microsoft Office, Facebook pages, and Twitter.

General Requirements:

- Promote the general functions of the ABBA with high emphasis on member services, promotion of Brahman cattle and Brahman F-1's on a domestic and international level
- Encourage association growth and revenue development through promoting registration of Brahman cattle, membership in ABBA, and membership in the AJBA
- Solicit and secure corporate sponsorships for junior Brahman programs, shows, and events
- Be able to work on tight deadlines and multi-task in a fast-paced environment
- Ability to accept ideas from members and association leaders
- Work well on a team with other ABBA staff, ABBA members, and ABBA leaders
- Friendly personality
- Ability to talk with members in person, via phone, and email to provide excellent customer service

Communications Responsibilities:

- Manage and create advertisements, brochures, and other print projects producing the highest quality work
- Make timely and regular (weekly) updates to ABBA web site
- Write and distribute regular press releases to beef and agricultural media
- Manage and oversee ABBA advertising budget, including meeting deadlines for magazines and printers
- Maintain and frequently update ABBA / AJBA Facebook pages and Twitter
- Maintain photo database of Brahman cattle for photo requests by other beef industry media
- Respond to all media inquiries relating to Brahman cattle and Brahman F-1 cattle
- Work with domestic and international Brahman publications to aid in the promotion of Brahman cattle
- Facilitate information gathering and design of International Brahman Sale catalog
- Report to ABBA Communications Committee at all scheduled committee meetings outlining communications efforts of ABBA

Youth Activities Responsibilities:

- Plan and manage annual “All American” National Junior Brahman Show (approximately 600 head)
- Serve as advisor / staff contact to AJBA junior board of directors
- Solicit and secure corporate sponsorships and ranch sponsorships for AJBA and “All American” Show
- Serve as primary contact for all youth activities of the ABBA
- Report to ABBA Youth Activities Committee at all scheduled committee meetings

Fundraising Responsibilities:

- Serve as liaison between ABBA and Corporate Sponsors
- Solicit and secure corporate sponsorships for junior Brahman programs and ABBA events and activities such as membership convention sponsors, field day sponsors, etc.
- Solicit and secure advertisements for International Brahman Sale Catalog

Working Conditions:

- 70 % indoor, office work; 30% outdoor / travel to attend stock shows, industry events, etc.

To apply, please send the following to Chris Shivers, Executive Vice President, at cshivers@brahman.org prior to October 15, 2014:

- **A current resume, including three (3) references; and**
- **Communications portfolio, with a minimum of three (3) samples showing original work you have created. This may include news releases, written stories, or graphic design projects.**

E-mail only.

No phone calls.

Top applicants will be contacted and invited to the ABBA office for an interview.