

Title: Communications Manager

Reports to: Executive Director and SDBIC Board of Directors

Under the direction of the Executive Director, the Communications manager will work alongside SDBIC staff in the development and management for communications regarding the South Dakota Beef Industry Council (SDBIC) website, social media, news releases, and program marketing messages consistent to the SDBIC mission statement and priorities.

Responsibilities

1. Collaborate on the development of marketing strategies for beef promotions and assist in coordinating media events for beef promotional activities in South Dakota.
2. Work with the Federation of State Beef Council's communications team to extend national, nutritional and industry related messages and initiatives.
3. Help the SDBIC team evaluate and monitor the nutrition and industry environment to identify critical issues and attitudes about the use of beef.
4. Work in collaboration with SDBIC staff to develop, implement and evaluate the placement of on-line content including SDBIC's website(s), social media endeavors and webinars.
5. Assist SDBIC program staff in development, execution and evaluation of the state marketing plan to promote beef and extend national programs and objectives.
6. Assist the Executive Director in producer communications and outreach.
7. Attend workshops and skill development sessions applicable to the responsibilities and duties of the position.
8. Other related tasks as assigned by the Executive Director or Board of Directors including assisting other staff with SDBIC programs, events and activities as needed.

Minimum Qualifications:

Education/Experience:

1. A bachelor's degree in Communications or a related field with concentration in one of the following areas: journalism, public relations, emerging media, marketing, business and organizational communication, and website design and maintenance.
2. A combination of experience and education deemed appropriate.

Skills, Knowledge & Abilities:

1. Strong oral & written communication skills.
2. Self-motivated and organized worker.
3. Proficient in the use of computer applications and technology.
4. Knowledge in photo-editing and document design.
5. A team player with a dedication to get the job done.
6. Willingness and ability to travel in-state and out-of-state.
7. Knowledge of the beef industry or willingness to learn.

Salary depends on Education, Qualifications, and Experience. Benefits include Health Insurance, Retirement after one year of employment, Vacation and Sick Leave. Depending on candidate, position does not have to be based in Pierre. Application deadline: open until filled.

To apply please send cover letter, resume, and 3 professional references to Executive Director Suzy Geppert, SDBIC, PO Box 7051, Pierre, SD 57501 or email: sgeppert@sdbbeef.org