

Tennessee Beef
Industry Council
September 2015

Position: Communications Coordinator

About the Organization: The Tennessee Beef Industry Council (TBIC) is a non-profit organization charged with the promotion and marketing of beef and beef products in Tennessee. TBIC is funded by the Beef Checkoff program, a \$1 per head assessment on the sale of cattle. Checkoff dollars are used to increase beef demand through programs of promotion, research and education. The organization is directed by a 12-member board of cattlemen, representing the state's 43,000 beef producers.

Job Description: The Communications Coordinator is responsible for working on Tennessee Beef Council's consumer and producer influencer team and supporting the communications strategy to reach a defined target audience through social media management, traditional and digital community outreach, education and promotion. The Communications Coordinator will be responsible for communicating online and through other communications efforts with two-way conversations/engagement, managing how best to share beef content in the digital and print landscape and serving as the beef brand voice online and on various social media properties. Strong story-telling and writing focus, the Communications Coordinator delivers interactive content to reinforce beef's positive brand image, deepens target engagement with beef, helps decrease barriers to consumption and supports overall communication goals. Responsibilities will be executed in accordance with Tennessee Beef Council's Marketing Plan.

- Candidate Qualities:**
- Create content for Tennessee Beef Council's social media and online accounts such as, the Facebook page, Pinterest account, Instagram account, Twitter handle, blog, online video content and other online outlets.
 - Create and coordinate information for traditional media outlets such as monthly articles and newsletters, press releases and other resources.
 - Monitor and identify online conversations the BEEF brand should engage in and interact with including social media channels and blogs.
 - Work collaboratively with program staff to ensure integrated content and messaging is shared with target audiences in alignment with influencer strategies for each communication channel.

- Work to create and direct effective interactive content for beef, which may include promotional videos, educational/recipe dissemination approaches, internet community interactions and other interactive marketing deliverables to generate exposure, interaction, education and inspiration.
- Understand and incorporate best practices for developing online communities including social listening, and reviewing analytics and measurement tools to constantly refine engagement to be effective through two-way conversations and relevant to target audiences.
- Regularly work with staff on all tactical communications efforts.
- Other duties as assigned.

**Candidate
Qualifications:**

Candidates must possess a Bachelor's degree at minimum and have public relations, marketing or social media experience and community management skills, including:

- Knowledge of current/cutting edge online technologies and their relevance to addressing communication efforts
- Experience working on social media campaigns
- Experience using web/social media analytics to measure success and identify trends
- Experience with photography, videography/editing and graphic design
- Excellent written and verbal communications skills
- Collaborative team member mindset
- Sound judgment, responsiveness and clear team communications skills
- Self-starter with the ability to focus in a world of changing priorities
- Ability to build strong working relationships across all levels of the organization

Ideal candidate will have at least 2 years' experience with marketing, PR, social media and/or other communications. Candidate must demonstrate excellent writing, planning, leadership, organization, communication and interpersonal skills. Must have the ability to work successfully with teams on multiple projects under tight deadlines. High attention to detail. Flexibility is important as job content could range from strategic to executional. Moderate travel.

How to Apply:

Submit resumes and cover letter online at vbass@beefup.org or mail to: Tennessee Beef Council , 530A Brandies Circle, Murfreesboro, TN 37128