



ADVANCING THE LEGACY

8833 Ralston Road
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Marketing and Communications Director

Position Description

Summary of Position:

The Marketing and Communications Director (MCD) for the Colorado Cattlemen's Association (CCA) is a full-time position responsible for planning and implementing a comprehensive communication plan including writing and sending internal membership communications, press releases, weekly e-newsletters, and digital media management. The MCD will be responsible for implementing a thorough sponsorship and advertising portfolio for the association, including procuring and maintaining relationships with sponsorship and tradeshow vendors for CCA's annual convention and mid-winter conference and selling and maintaining the advertisements in the CCA's quarterly *Cattle Guard* magazine. Also, MCD will write and send press releases as necessary and act as a liaison between the press and the association for certain communications and requests.

Major Duties and Responsibilities

- Research, write, and edit engaging content for multiple channels, platforms, and association publications (website, *Cattle Guard* magazine, newsletters, press releases, social media) as needed.
- Responsible for *Cattle Guard* advertising including recruitment and retention of advertisers to meet budgeted allowances. Additionally, responsible for coordinating and creating content, timing, and pricing for the *Cattle Guard*.
- Curate content and distribute association news releases and member communications as needed.
- Develop creative ideas for the association's communication strategies for both internal and external audiences.
- Responsible for effective management of sponsor activity, as well as recruitment and retention of sponsorship for CCA events.
- Work to design sponsor and trade show brochures for CCA events as well as other marketing material for the association.
- Work closely with the Executive Vice President on planning to deliver key association goals and objectives.
- Other duties as assigned, including travel to affiliate and industry meetings. This may require weekend and evening travel.

Qualifications

Ideal candidates must have high attention to detail and the ability to closely adhere to defined objectives and budgets. Exceptional marketing and communication skills are strongly preferred, including demonstrated working knowledge of industry software such as Adobe Creative Suite (InDesign, Illustrator, Photoshop). Higher education or related training, along with beef industry knowledge desired.

Reports to

Executive Vice-President

Applications

Send resume and references. To be considered, you must include industry-related current issues writing sample of 800 or fewer words. Salary will be commensurate with experience and association allowances.

Colorado Cattlemen's Association

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