



Oklahoma Cattlemen's Association Position Announcement - Director of Communications

General Description

The Oklahoma Cattlemen's Association (OCA) is a membership organization of beef cattle ranchers. OCA's mission is to be "The Trusted Voice of the Oklahoma Cattle Industry". OCA's vision is "Protecting and empowering Oklahoma Cattlemen today, to serve tomorrow." The Director of Communications is responsible for communicating the mission and vision of OCA in a professional, strategic, and effective manner.

Primary Responsibilities:

- Oversee and coordinate all communication strategies including:
 - o *Oklahoma Cowman*
 - Layout and Design
 - File and Deadline Management
 - o OCA Website
 - Update content including information, forms, advertisements, and links
 - Create and manage graphics and messages
 - o Social Media
 - Serve as administrator for all OCA social media accounts
 - Create posts for OCA
 - o Weekly OCA E-newsletter – OCA's In the Loop
 - Create and design layout including messages and advertisements
 - Maintain distribution list and schedule
 - o OCA press releases
 - Create and distribute timely press releases
 - o Media relations
 - Manage all media relationships on behalf of OCA
 - Serve as first touch point for all media requests and contacts
 - Connect media requests with appropriate OCA personnel
 - o OCA Webinars
 - Serve as administrator for all OCA webinars
 - Create appropriate promotions and manage advertisements
 - o Photography and video
 - Responsible for capturing photos and video of OCA events and activities
 - Manage and update OCA stockpile of photos for use and distribution
 - o General OCA print needs
 - Design and order signage for OCA events and activities
 - Design and order OCA print material (brochures, applications, etc..)
 - Design and order OCA office needs (letterhead, business cards, etc..)



Other Responsibilities

- Maintain a working knowledge of all OCA programs and strategies
- Attend an occasional county cattlemen's meeting representing OCA
- Assist with all OCA programs and events
- Represent OCA at all times with integrity and professionalism
- Other projects and tasks as assigned by the OCA Executive Vice President

Qualifications

- A minimum of a bachelor's degree with preference given to a degree in an agriculture field
- The successful candidate must have a working knowledge of the beef cattle industry and must be an energetic, self-starting, excellent team player with an optimistic attitude.
- The successful candidate must be a proficient public speaker and be comfortable talking to individuals and groups about the importance of OCA membership.
- The successful candidate must be able to multitask projects and positively manage challenges into opportunities.
- Computer skills needed include Adobe (InDesign, Photoshop and Illustrator), Word, Excel, PowerPoint and Outlook.

Benefits

- Salary commensurate to experience and qualifications
- Health insurance
- Retirement (SEP)
- Paid vacation time & sick leave
- Reimbursement for work related travel

Interested candidates should submit a cover page and resume to:

Michael Kelsey

Executive Vice President

Oklahoma Cattlemen's Association

mkelsey@okcattlemen.org