

Wyoming Stock Growers Association Vacancy Announcement Marketing & Communications Director

ABOUT WSGA

The Wyoming Stock Growers Association (WSGA) was founded in 1872. WSGA exists to serve the livestock business and families of Wyoming by protecting their economic, legislative, regulatory, judicial, environmental, custom, and cultural interests. We do this by advocating on issues affecting the cattle industry, Wyoming agriculture and rural community living; by providing members with timely information regarding events in the cattle industry and the activities of the association; and by promoting the role of the Wyoming cattle industry in resource stewardship, animal care and the production of high-quality safe and nutritious beef. For more information, please visit www.wysga.org. Contact us at 307-638-3942. We are located at 113 E. 20th St., Cheyenne, WY 82001.

POSITION

WSGA is seeking a qualified individual to fill the position of **Marketing & Communication Director**. This diverse position reports to the Executive Vice President and has primary responsibility for assuring a strong flow of useful information to the association membership and the public. The Director will oversee public relations initiatives focused on developing public understanding and support for the organization and the livestock industry. The Director will also assist in the oversight of the association's events and programs including regional meetings, two annual conventions, the Wyoming Environmental Stewardship Program, and other events as assigned.

This is a full-time position located in Cheyenne, WY. The job includes annual salary, paid time off, health insurance compensation, cell phone stipend, and a matching 401K plan. Starting salary will be based on level of experience.

DUTIES

- Compilation and distribution of weekly e-mail newsletter and monthly print newsletter
- Writing and distribution of press releases, as well as general media relations including photography
- Producing and arranging of printing of brochures and other association materials
- Designing and placing advertisements in print, digital, and broadcast media
- Management of the organization's website and social media applications
- Representation of the association at outside events and meetings, including networking, speaking and operation of association displays
- Oversee scholarship and internship programs as directed
- Development of communication and public relations annual marketing plan
- Providing reports and updates to the WSGA Promotion and Enhancement Committee at annual convention committee meetings
- Responsible for crafting key messages and image of the Association
- Assistance with conventions, annual or special events, including technology oversight, photography and media outreach, organize trade show, and solicit sponsorship
- Assistance with membership development including serving as Young Producers Assembly & UW Collegiate Cattle Association liaison
- Assistance with new program development and grant writing as needed
- Assistance with general office tasks and receptionist duties
- Plan and execute the Wyoming Environmental Stewardship program by soliciting applications, arranging proclamation signing, working with winners to plan tour day, and prepare agenda.

- Complete NCBA's Environmental Stewardship Region V Environmental Stewardship application every spring by working with previous year's Wyoming Environmental Stewardship winner to meet requirements.

QUALIFICATIONS

- Bachelor's degree in agriculture communications, public relations, marketing, journalism or a similar field. Applicants with experience are preferred.
- Experience in developing and implementing a variety of communication strategies
- Excellent writing and editing skills. Publication and design experience preferred.
- Excellent verbal communication skills, including interpersonal and presentation skills; must enjoy working with people inside and outside the agriculture industry
- Working knowledge of Adobe Creative Suite (particularly Photoshop and InDesign) and Microsoft Office (particularly Publisher, Word and Excel).
- Familiarity with web content management and strategic use of social and new media
- Must be proficient in the use of camera and video equipment. Understanding basic audio/visual equipment a plus.
- Ability to think strategically and innovatively; enjoys creating and implementing new initiatives
- Self-reliant, able to work independently, highly organized, good attention to detail, excellent problem solver, results-oriented, energetic, flexible and proactive
- Ability to work collaboratively in a small-office atmosphere, multi-task, maintain time-sensitive deadlines and to relate to the ranching community is essential
- Willing to travel within the state at least 30 days per year
- Passion for the mission of the Wyoming Stock Growers Association

APPLICATIONS

Letters of application accompanied by a resume and references must be received not later than July 15th.

Send to Jim Magagna, Executive Vice President, Wyoming Stock Growers Association, P. O. Box 206, Cheyenne, WY 82003, or e-mail to jim@wysga.org. This position is open until filled.