



*"Representing the state's largest ag industry"*

**Nebraska Cattlemen  
Position Announcement  
*Director of Marketing***

General Description

Nebraska Cattlemen, Inc. is seeking an individual to fill the position of Director of Marketing. The Director of Marketing will assist the Vice President of Marketing with the operation of NC's Market Reporting Service, a fee-based market information service. The Director of Marketing will assist the Vice President of Marketing in broadening the scope of the Market Reporting Service, and the Director of Marketing may be called upon to serve as the primary staff person for some new services. Please see attached job description for a summary of specific responsibilities.

Qualifications

Educational requirements for The Director of Marketing include a Bachelor's degree (summer or fall 2009 graduates may apply) in agriculture (animal science, ag economics, ag business, ag communications, ag education, etc...) or an Associate's degree with at least 2 years experience in a related field. The successful candidate will be skilled in Microsoft Word, Excel, and Outlook and will be proficient in the use of multiple electronic communication vehicles (internet, SMS text messaging, etc.). Microsoft Access experience is beneficial. The successful candidate must demonstrate strong written and oral communication skills as well as solid analytical abilities. Familiarity with / experience in the cattle industry (production, agribusiness, etc.) is strongly desirable, and a keen interest in commodity futures/options markets and agricultural risk management is beneficial. The successful candidate must be a self-motivated team player with a 'can do' attitude and the commitment and dedication to their responsibilities that is exhibited by NC's producer members.

Salary/Benefits

The Nebraska Cattlemen is an Equal Opportunity Employer, and provides a competitive salary and benefits package commensurate with the level of education and experience of the successful candidate.

General Information

The Director of Marketing will be headquartered in the Nebraska Cattlemen Lincoln office. The successful candidate must be willing to travel occasionally to meet with beef producers, industry service providers and other beef industry supporters and enthusiasts. Candidates should submit their resume with a cover letter that includes salary and benefits expectations to:

Nebraska Cattlemen  
Attn: Director of Marketing  
1010 Lincoln Mall, Suite 101  
Lincoln, NE 68508

**Position Description**  
**Nebraska Cattlemen**  
*Director of Marketing and Industry Information*

**Reports to:** Vice President of Marketing

**Employment Status:** Exempt

**Basic Responsibilities:**

Nebraska Cattlemen, Inc. is seeking an individual to fill the position of Director of Marketing. The Director of Marketing will assist the Vice President of Marketing with NC's Market Reporting Service, a fee-based market information service. The Director of Marketing will assist the Vice President of Marketing in broadening the scope of the Market Reporting Service and the Director of Marketing may be called upon to serve as the primary staff person for some new services.

**Specific Responsibilities:**

1. Assist the Vice President of Marketing in conducting NC's Market Reporting Service (MRS) and other market information services and programs.
  - a. Assist with the NC MRS program including:
    - MRS database upgrading and maintenance
    - Ongoing financial and customer-service analysis of the program
    - MRS website maintenance and updates
    - Market information dissemination via telephone, email, text messaging and other electronic information media
    - New MRS subscriber recruitment and promotion of the program both in-state and out-of-state
    - Daily conference call administration
  - b. With the assistance and guidance of the Vice President of Marketing, develop and implement new market information services and/or marketing programs for various segments of NC's membership as well as interested producers and entities from outside the state of Nebraska.
2. Contribute as assigned to *The NC Post* and *Nebraska Cattleman* publications.
3. Serve as the staff liaison to a NC Committee and/or Council as assigned by the Vice President of Marketing or Executive Vice President.
4. Assist other NC staff in the recruitment and retention of NC and NCBA members.
5. Represent Nebraska Cattlemen in a professional manner at various local, state, and national meetings, conventions, and other events, including formal presentations at such events, as assigned by the Vice President of Marketing and/or the Executive Vice President.
6. Under the direction of the Vice President of Marketing and/or the Executive Vice President, attend various industry meetings, seminars, conferences and research symposia to keep abreast of new industry information, research, and technology applicable to program development.
7. Perform other duties as assigned.