



Education & Information Service Coordinator

The American Hereford Association (AHA) is a not-for-profit organization located in Kansas City, Mo., which provides programs and services for its members and customers. A strategic planning initiative for the AHA is to provide the membership with more detailed information from each segment of the association. This position will be responsible for coordinating with each department to strategize and develop educational information, not only for the membership, but also the general public.

The AHA develops comprehensive educational platforms which include the real-time online registry system, MyHerd.org, to make Hereford breeders the most efficient when recording data. One of this position's main responsibilities is communicating with the membership how to make the most use of the online system and other AHA sponsored programs. This position will develop an understanding of the ins-and-outs of the records department. Then, create educational material for the membership through written and verbal communication.

The ability to work well with others on projects is an important aspect of this position. Junior programs will strategize how to reach not only Hereford members, but also America's youth at an early age with curriculum representing the beef industry. Prior knowledge of the seedstock industry is required. The candidate works closely with the director of breed improvement to develop an educational campaign regarding the new genetic evaluation launching this fall. Developing series of webinars covering varieties of topics, answering members questions and explaining the new software will ensue. The Hereford Publications Inc. (HPI) aides in developing creative materials needed for educational projects. Retaining excellent time management, being a self-motivator and a team player are essential to have success in this position.

Location:

Position is based in Kansas City, Mo., at the AHA headquarters.

Works With:

Director of records department, records department supervisor, marketing and communications team, director of breed improvement, director of youth activities, director of commercial programs and the HPI department. Reports to director of records department.

Employee skills:

- Excellent communication skills, both written and verbal as well as the ability to give presentations.
- Organized and orderly with attention to detail.
- Creative in developing teaching tools and systems for both fellow employees and breeders alike.
- Ability to work independently with minimal managerial supervision.
- Knowledge of the seedstock industry required.

Employee responsibilities:

- Develop innovative communication and teaching methods with each department.
- Evaluate and understand AHA's real-time, online registry system, MyHerd.org, as well as other herd management systems that interface with the AHA.
- Provide customer service support to breeders in need of online assistance regardless of method they use, as well as general knowledge about each department.
- Identify where efficiencies can be developed in all recording systems.
- Continuously evaluate new educational development that may enhance each program.

Please send résumé and cover letter to Stacy Sanders, director of records department, ssanders@hereford.org. An online submission form is available by visiting hereford.org/about/careers.