Job Title: Managing Editor

Hereford Publications Inc., a subsidiary of the American Hereford Association located in Kansas City, Mo., is seeking a full-time Managing Editor for the Hereford World. This person will have a key role in the development of the Hereford World and will work alongside the Executive Editor and Assistant Editor.

This is a new editorial concept for HPI and this working relationship will be reviewed on a quarterly basis. Involved in the review will be Executive Vice President, Production Manager, Editorial Designer/Assistant, Executive Editor, Managing Editor, Assistant Editor, Advertising Coordinator, Creative Services Coordinator and Director of Seedstock Marketing.

The editorial team will meet once a week, at an established time and date. The editorial designer, production manager and Joe Rickabaugh, director of seedstock marketing, will be in attendance for the meetings. Other HPI/AHA staff members will be included in this weekly meeting on an as needed basis. Communication will be critical to make this arrangement work for everyone involved.

Responsibilities: Managing Editor

- Coordinate the development and writing of the Annual Report for distribution at AHA annual membership meeting.
- Oversee editorial assistant in acquiring material and producing the Hereford Handbook.
- Work with Hereford Publications Inc., team to develop and maintain a photo library.
- Collaborate with the Director of Communications to generate news releases.
- Collect, format and edit content for the magazine and give to the editorial assistant/designer to be laid out. Then edit in layout and give final approval to designer before monthly deadline.
- Manage and work with editorial assistant on writing, proofing and collecting editorial material for each issue.
- Oversee the reporting of sales, shows, tours and breed events in the Hereford World, and be a contributing member of the communications team at Hereford events.
- Work with editorial team to digitally showcase feature stories on social media platforms.
- Travel and report on the following: National Western Stock Show, JNHE, AHA Annual Membership Meeting/American Royal. Ag Media Summit.
- Serve as proofreader for various printed and online materials.
- Create and maintain an editorial paging spreadsheet.
- Edit sale reports (checking names and cities/states not verifiable on system) and maintain monthly and yearly/fiscal year sales spreadsheet to utilize for fiscal year-end reporting and actual year-end reporting.
- Manage and edit, as needed, monthly columns.
• Create and maintain an editorial paging spreadsheet.—Glossy issues—March, April, May/June, July, September, November and December.
• Travel expenses covered while on AHA/HPI business.

Mutual Responsibilities—Executive and Managing Editor:
• Maintain an informative, relevant, editorial calendar for the membership and subscribers.
• Maintain the Hereford World as the communication voice of the Association and the breed.
• Research, develop and write articles.
• Establish editorial contracts with freelance writers and proofreader. Maintain annual budget for these contracts.
• Create and maintain an editorial paging spreadsheet.
• Travel and report on the following: AHA Annual Meeting, Cattle Industry Convention, Ag Media Summit, BIF.
• Develop story ideas that fit the theme of each issue.
• Work with advertising coordinator and production manager to determine number of editorial pages per issue, page the issue, etc.
• Assign and coordinate monthly freelance articles, columns, etc.
• Annually promote, select, and work with the HPI intern.

To provide candidates with a clear scope of individual duties within the team, the executive editor and assistant editor responsibilities can be found below.

Responsibilities: Executive Editor, Wes Ishmael

• Review/analyze current and past commercial communication efforts.
• Develop and write articles/news releases aimed at commercial producers, using or including Hereford-based examples.
• Develop communication projects aimed at current and prospective commercial users of Hereford genetics.
• Represent AHA as commercial cattle editor at key cattle industry events.
• Review Hereford advertising media schedule and goals
• Work with Director of Communications etc. to develop a comprehensive AHA breed communications and advertising strategy.
• Work with HPI team to explore new opportunities for current and prospective clients.
• Create and maintain an editorial paging spreadsheet.—Tabloid issues—January, February, August and October.
• Establish a weekly podcast format for the benefit of AHA, HPI and CHB
• Establish a new look for the tabloid issues. Commercial focus will be the driver and yet balance it AHA/HPI needs.
• Travel expenses covered while on AHA/HPI business.
**Responsibilities: Assistant Editor, Katie Miller**

- Report to editors weekly
- Proofread design layouts in timely manner to meet print deadlines
- Write: From the Field column
- Manage monthly columns
- Format show results and various articles for layout
- Contribute to editorial calendar through research of topics and themes
- Assist with collecting and updating information for the annual *Hereford Handbook*

**Benefits**

Employees of the Association enjoy a competitive benefits package including medical insurance, dental insurance, vision coverage, life and disability insurance along with a 401(k). Personal time off (PTO) and vacation are also included.

Please email a cover letter, resume and work samples to Caryn Vaught at cvaught@hereford.org.