



JOB TITLE: EDITORIAL/PRODUCTION ARTIST

The American Hereford Association (AHA) is seeking candidates for a full-time production artist position in its Kansas City, Mo., office. Hereford Publications Inc. (HPI) publishes the *Hereford World*, sale catalogs, directories and a variety of small publications. This position will handle routine production duties of the *Hereford World* and various printed pieces produced by HPI's design team, Creative Services (CS). This position reports to the production manager and *Hereford World/Baldy Advantage* executive editor.

RESPONSIBILITIES:

- Work with the editorial team to set visual style of the publications, making sure it adheres to the branding of HPI and the AHA.
- Design layouts for the *Hereford World*, *Baldy Advantage* and other AHA or HPI projects.
- Establish and manage a system for storing editorial photos in-house for easy submission and retrieval by editors and designers. Train editor and designers to utilize the system and work with AHA staff for access to images.
- Create and refine the InDesign/InCopy workflow process for the editorial team from the design perspective.
- Post the monthly issues and articles of the *Hereford World/Baldy Advantage* on the AHA website in a flip and PDF format by the first of every month. Convert print layouts to digital formats.
- Source and manage photo imagery for the *Hereford World*. Work with the editor to evaluate photo submissions, stock photography and other design materials to align with *Hereford World's* and *Baldy Advantage's* visual style and organizational standards. Ensure all legal documents pertaining to photo shoots are completed, signed and archived as needed. Provide feedback to photographers.
- Serve as a resource for inquiries requesting editorial photos or articles from HPI.
- Collect sale reports and show reports from AHA field staff.
- Format sale and show reports, and national sale results for the *Hereford World*.
- Manage the archiving process for *Hereford World/Baldy Advantage* editorial.
- Work with the editorial team to update content and design the AHA's annual Hereford Handbook.
- Work with the editorial team to produce the AHA's annual report.
- Assist with posting AHA or creative service projects to the AHA website, along with production of projects as-needed.
- Work with the editor to update the *Hereford World* stylebook as needed.

SKILL ADVANCEMENT:

- The employee is expected to improve skills to strengthen the team. This includes thorough understanding of the *Hereford World* stylebook, the AP Stylebook and magazine editing philosophies.
- Must have strong attention to detail, visualizing the final product through the design process.
- Excellent communication skills to facilitate collaboration with coworkers and/or clients.
- Ability to organize, prioritize and execute multiple activities simultaneously.
- Knowledge of Adobe Creative Cloud properties (especially InDesign, InCopy, Photoshop, Illustrator and Bridge).

EDUCATION AND EXPERIENCE:

- Degree in graphic arts and/or other applicable fields, or equivalent work experience.
- Must have at least five (5) years of publishing and/or related industry experience, preferably in the beef cattle or agriculture industries.

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.

If interested in this position, please submit a cover letter, resume, a portfolio and salary requirements to Caryn Vaught, cvaught@hereford.org.