



JOB TITLE: DIRECTOR OF SEEDSTOCK MARKETING

Hereford Publication Inc (HPI) is a for-profit organization that is solely owned by the American Hereford Association (AHA). HPI produces 11 magazines yearly to promote Hereford genetics to both seedstock and commercial producers, and inform the membership of various industry and association activities. In addition, HPI offers creative services to produce promotional materials for Hereford breeders including sale catalogs, magazine inserts, postcards and advertisements. HPI staff also works with breeders to develop targeted social media advertising, and digital advertising.

The director of seedstock marketing will also serve as the manager of HPI and is responsible for providing strategic, financial, and operational insight and will work closely with AHA staff to develop consistent branding across all AHA entities. The manager will be responsible for implementing the vision of the AHA board of directors to create demand for Hereford cattle and will report directly to the executive vice-president of the AHA.

RESPONSIBILITIES:

- Oversee field and HPI office staff performance and set goals and objectives.
- Continue to build a Customer Relationship Management (CRM) tool.
- Coordinate with other AHA departments to gather information and build a consistent brand.
- Coordinate and negotiate opportunities with vendors.
- Strategically develop new membership marketing opportunities.
- Create efficiencies across all segments of HPI.
- Work with AHA staff to coordinate and manage National Hereford Shows, sales and events.
- Some travel to breeder sales is required.

SKILLS AND QUALIFICATIONS:

- Strategic and innovative leader that works to build relationships with staff and breeders through collaboration and clear communication.
- Ability to make decisions for the benefit of HPI.
- Bachelor's degree in related field or equivalent work experience.
- Knowledge of the cattle business.
- Ability to train and develop team members.
- Executive presence and ability to manage high stress situations.
- Basic knowledge of CRM platforms.

BENEFITS

Employees of the AHA 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 you would like additional information or wish to apply, please contact Jack Ward. A cover letter, resume and references can be sent to jward@hereford.org.

AMERICAN HEREFORD ASSOCIATION

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