JOB TITLE: PRINT & DIGITAL MEDIA COORDINATOR

The American Hereford Association (AHA) is seeking a full-time Print & Digital Media Coordinator to join its team in Kansas City, Mo. This position plays a key role in coordinating marketing and publication projects from concept to completion across both print and digital platforms. The role reports to the Production Manager.

GENERAL RESPONSIBILITIES:

Project Management

- Communicate with clients, artist and printer in order to complete projects
- Gather, organize and prepare animal and sale data for projects
- Oversee quality control of projects, including proof-reading and accuracy checks
- Manage project timelines for client and print deadlines are met
- Complete billing documentation for projects

Digital Content Management

- Promote Herefords on Demand (HOD) to breeders and develop user-friendly tutorials
- Maintain HOD online catalog platform, including inputting catalog data and photos
- Coordinate with 1881 Creative office staff to create an active online presence for the 1881 Creative Facebook page
- Manage online breeder ads from start to finish, including reporting analytics

Administrative Tasks

- Communicate the flow of projects with the field staff for breeders
- Assist with subscription requests by answering phone calls
- Coordinate with the Production Manager to maintain weekly project tracking and workflow documentation

Skill Advancement

- The employee will be expected to constantly improve skills to strengthen the team. This includes high level of organization, ability to multi-task and meet deadlines, perform under pressure, strong communication skills including phone and email, and strong attention to detail and work ethic.
- Proficient in Adobe Creative Cloud, with a focus or knowledge on InDesign. Working knowledge of Macintosh computers, Microsoft Office (particularly Outlook, MS Word and MS Excel), and Chrome.

EDUCATION QUALIFICATIONS:

- College degree in agricultural journalism, agricultural communications, technical writing or closely related field
- Agricultural background, preferably in the beef industry. Seedstock experience would be a benefit.
- Understanding of social media strategy and analytics
- Two-years customer service experience preferred but not required.

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 submit a cover letter, resume and portfolio to Caryn Vaught at cvaught@hereford.org.

AMERICAN HEREFORD ASSOCIATION
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