

Equity Cooperative Livestock Sales Association

Position Description

Position Title: Director of Communications, Advertising, and Public Relations

Location: Based in Baraboo, working at all company locations

Reports to: Chief Executive Officer

FLSA Status: Exempt

Overview:

Equity Cooperative Livestock, Wisconsin's largest livestock marketing cooperative, is also one of the nation's largest livestock marketing organizations. Service to its members is a primary obligation of all employees. The Director of Communications, Advertising, and Public Relations will be responsible for the design, development, monitoring, and maintenance of a positive comprehensive cooperative image. This position will play key role on the Executive Leadership team and strategic analysis and forecasting.

Essential Functions:

1. Strategy and Planning (25%)

- Act as head of communications, advertising, and public relations as strategic business partner to senior executive leadership team.
- Design a vision of the desired, comprehensive cooperative image.
- Develop and execute an implementation plan to create and spread that desired cooperative image across the agriculture sector.
- Provide insight and recommendations to both short-term and long-term growth plan of organization and continue to incorporate into comprehensive cooperative image.
- Communicate, engage, and interact with Board of Directors, CEO, COO and Executive Leadership Team, acting as a key member of the Executive Leadership Team.
- Create and establish yearly communication, advertising, and public relation objectives that align with the company's plan for growth and expansion.
- Participate in pivotal decisions as they relate to strategic initiatives and operational models.
- Implement policies, procedures and processes as deemed appropriate by the Executive Leadership team.

2. Analysis (25%)

- Monitor the image of the cooperative from different areas of our service territory as well as different sectors of the agriculture industry.
- Assess and evaluate performance of communications, advertising, and public relations initiatives with regards to long-term operational goals, budgets, and forecasts.
- Review and analyze monthly financial results for department and provide recommendations.
- Track and report effectiveness of communication, advertising, and public relations campaigns and initiatives.
- Identify, develop, and propose communications and promotions of business initiatives, product launches and/or new service offerings.
- Explore communications and promotions opportunities and provide recommendations on potential returns and risks.

3. Budgeting and Forecasting (25%)

- Develop, execute, and maintain monthly, quarterly, and annual communication, advertising, and public relations campaigns and initiatives.
- Create and update communication, advertising, and public relations forecasting models to help Executive Team and Board of Directors anticipate future performance by utilizing prior performance and past experience as well as other industry factors.
- Utilize forward-looking models and activity-based analyses to provide communication and promotion insight into the organization's plans and operating budgets.

4. Administration and Management (25%)

- Enhance and implement communication, advertising, and public relation systems, processes, tools, and control systems.
- Monitor communication, advertising, and public relations activities, reviewing procedures for accuracy while eliminating inefficiencies.
- Manage the execution of communication, advertising, and public relations campaigns and initiatives to ensure maximum effectiveness and propose and implement changes as needed.
- Maintain relationships with media personalities, vendors, and other strategic business partners.
- Serve as a key point of contact for media; manage media contact and press releases.

Qualifications and Requirements:

- Bachelor's Degree in Communications or Marketing
- Experience developing and maintaining corporate image.
- Proficient in social media administration.
- Outstanding experience of animal agriculture.
- Comprehensive knowledge and understanding of agriculture marketing.
- Outstanding communication and presentation skills.
- Demonstrated leadership ability, confidence, and executive presence – ability to motivate staff.
- Excellent analytical, reasoning, and problem-solving skills
- Experience working with media, marketing firms, and other vendors.