

Director of Communications, Advertising, and Public Relations Position

Equity Cooperative Livestock Sales Association, Baraboo, Wisconsin

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 be based out of our Baraboo, Wisconsin Headquarters, reporting directly to the President and CEO and will play key role on the Executive Leadership team and strategic analysis and forecasting.

Essential Functions:

- Act as head of communications, advertising, and public relations by communicating, engaging, and interacting with Board of Directors and Executive Leadership Team, as well as media and other external contacts.
- Provide insight and recommendations to both short-term and long-term growth plan of organization and continue to incorporate into comprehensive cooperative image by designing, developing and executing a plan to create and spread the desired cooperative image across the agriculture sector.
- Create and establish various communication, advertising, and public relation objectives that align with the company's plan for growth and expansion and implement policies, procedures and processes as deemed appropriate by the Executive Leadership team to achieve these objectives.
- Assess, evaluate, and report the performance and effectiveness of communications, advertising, and public relations initiatives with regards to long-term operational goals, budgets, and forecasts.
- Utilize forward-looking models and activity-based analyses to provide communication and promotion insight into the organization's plans and operating budgets.
- Manage the execution of communication, advertising, and public relations campaigns and initiatives to ensure maximum effectiveness and propose and implement changes as needed.

Qualifications and Requirements:

- Bachelor's Degree in Communications or Marketing
- Experience developing and maintaining corporate image
- Proficient in social media administration
- Comprehensive knowledge of agriculture marketing and experience in animal agriculture
- Outstanding communication and presentation skills
- Experience working with media, marketing firms, and other vendors