



## **Director of Education and Outreach**

The Alabama Cattlemen's Association (ACA) Director of Education and Outreach is a position that fulfills a variety of roles within the beef checkoff program and association. This position requires a highly motivated, self-starter who is energetic and knowledgeable about the beef industry. Overall, this position is responsible for increasing consumer demand for beef through education, marketing and promotion of beef in Alabama through the following avenues:

- Work with retail and foodservice partners in the state to coordinate educational programs and promotions to increase beef sales.
- Coordinate and execute BEEF 101 educational programs in partnership with Auburn University.
- Work with collegiate culinary schools to provide education and training to students about beef.
- Assist in developing and implementing programs that fit the national objective for increasing consumer beef demand.
- Partner with the Department of Education to work with Family and Consumer Science (FACS) teachers in the state to increase beef education to students.
- Attend cattlemen meetings, sales and other industry events to discuss how checkoff programs increase consumer beef demand.
- Assist with other assignments and jobs as described in the marketing plan and assigned by the Executive Vice President.

### **Knowledge and Skill Requirements:**

- Minimum of B.S. in Meat Science or a related field in Agriculture from a college or university.
- Thorough knowledge of the cattle industry
- Ability to communicate effectively both orally and in writing
- Excellent time management and organizational skills
- Self-starter, team player that can also accomplish individual tasks
- Ability to work with staff and volunteer leaders to plan and execute programs

This position requires some night and weekend work as well as travel. Salary is negotiable and commensurate with abilities and experience.

Please send resumes and qualifications to the Alabama Cattlemen's Association Attn: Erin Beasley 201 S. Bainbridge St. Montgomery, AL 36104 or email to Erin Beasley, Executive Vice President at [ebeasley@bamabeef.org](mailto:ebeasley@bamabeef.org).