



COLORADO CATTLEMEN'S ASSOCIATION

"Representing the interests of Colorado's beef industry since 1867"

Director of Industry Programs *Position Description*

General Description

The Director of Industry Programs (DIP) for the Colorado Cattlemen's Association (CCA) is an integral position in Colorado's beef industry. The director will work closely with beef producers on a wide variety of issues and programs including natural resources, advocacy, and membership development. This person will be responsible for developing and expediting new member programs that offer services to the membership and benefits to the association. The director also acts as a beef industry advocate on a variety of issues, topics, and endeavors in which CCA participates. Applicant must be articulate, outgoing individuals capable of relating to beef production and producers. Travel is required.

Duties and Responsibilities

Producer Outreach

- Actively engage in membership recruitment and retention
- Work in the areas of young and beginning producer development
- Assist EVP with attending and speaking at various meetings including local CCA affiliates (weekend travel required)
- Assist local affiliates, members and staff in CCA membership promotion and services
- Stay informed on multiple issues and CCA's position on the issues, including legislative affairs
- Work with CCA committee leadership on targeted issues
- Author official association articles for print in trade publications

Industry Programs

Work with volunteer leadership and staff to further ongoing programs and services that deliver value to the membership and CCA. Work directly with CCA EVP in exploring and securing funding/grant opportunities to enable these efforts.

Association Engagement

Work closely with CCA's EVP and board to execute daily activities and strategic initiatives on behalf of CCA members. The director will engage, along with the CCA EVP, as a spokesperson and representative on a wide variety of issues throughout the state of Colorado ensuring that the association's member-derived positions are considered.

Qualifications

Requires Bachelor's Degree or higher, in an agriculture-related field. Three-plus years of professional experience required (advanced degree considered in lieu of experience). Background or experience in the beef industry strongly preferred. Excellent organizational, prioritization and people skills are a must. Thorough knowledge of computer programs including all Microsoft Office applications. Must be able to work in fast-paced team environment, prioritize and handle multiple tasks well. Exceptional communication and time management skills required.

Reports to

Executive Vice-President

Send resume and references. To be considered, you must include an industry-related current issues writing sample of 800 or fewer words. Salary will be commensurate with experience and association allowances.

Colorado Cattlemen's Association

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