

Red Angus Association of America

Digital Media Specialist

Purpose

The Red Angus Association of America is seeking qualified applicants for an experienced full-time digital media specialist. The selected candidate will play a crucial role in the association's communications department by promoting the strategies, goals and attributes of the Red Angus breed and association. This is a remote position, with the option to work from RAAA headquarters in Commerce City, Colorado, if preferred by the ideal candidate.

Position responsibilities

- Design flyers, advertising, reports and other marketing materials to promote Red Angus
- Manage RAAA's website properties and social media outlets
- Oversee production of RAAA's email-based marketing
- Manage web-based advertising including, but not limited to, website banner advertising, sale catalog links and RAAA breeder links
- Create video content and assist with TV episode production
- Manage RAAA's annual photo contest
- Some travel required to attend RAAA and beef industry events
- Other tasks as deemed necessary; responsibilities subject to change based on individual strengths of team members

Preferred applicant attributes

- Must be a detail-oriented, self-starter who has the ability work in a fast-paced environment, meeting regular deadlines
- Ability to apply creativity to marketing opportunities and challenges
- Ability to organize, prioritize and execute multiple activities simultaneously
- Must be able to work efficiently as both an individual and part of a team

Education and experience requirements

- Bachelor's degree in agricultural communications or related field
- Experience and proficiency with Adobe Creative Suite
- At least three years of practical experience in a media environment is preferred
- Individual with livestock background or experience preferred
- Advanced writing and editing skills in AP Style preferred, but not required

How to apply

Please email your cover letter, resume and design sample to Katie Martin, director of communications, at katiemartin@redangus.org.

Applications close May 31, 2024. Selected candidates will complete a skills assignment and video interviews as applications are received. The final selection decision will be made when the ideal candidate is identified.