

**Title of the Position**

KBN Project and Communications Coordinator

**Department**

90% Kentucky Beef Network (KBN)

10% Kentucky Cattlemen's Association

**Overall Responsibility**

The KBN Project and Communications Coordinator is a two-year position through December 31, 2016. Primary responsibilities include implementation of KBN and UK beef programs and KBN VIII grant programs through program development, execution, and reporting.

**Primary Areas of Responsibility**

- Work with University of Kentucky Extension Specialists and KBN staff to develop and execute programs as they relate to the beef industry
- Coordinate Applied Master Cattlemen meetings and program implementation
- Coordinate Cattle Handling and Care meetings and program implementation
- Maintain beef quality assurance database
- Assist with creation of monthly newsletters
- Help develop marketing plan for promotion of UK/KBN beef programs
- Manage UK/KBN beef program websites
- Execute enrollment and participation of Kentucky students in the Nebraska Youth Beef Leadership Symposium
- Coordinate meetings, correspondence, and promotion of UK/KBN beef programs
- Collect and maintain KBN/UK beef program feedback to help report impact and program outcomes
- Attend county meetings, field days, and outreach efforts representing KBN/KCA/UK Extension
- Assist with developing brochures, articles for Cow Country News, trade show materials, and other materials used for promoting KBN and UK beef programs
- General program support including mailings, copies, minutes, etc.
- Support CPH-45 sales and value added programs as needed
- Participate in planning for long-term development and continuation of KBN and UK beef programs

**Consults With**

- The coordinator will be expected to work independently, but under the direction of the KBN Director, Becky Thompson University of Kentucky Extension Specialists Dr. Les Anderson, Dr. Jeff Lehmkuhler, and Dr. Darrh Bullock, and the KCA Executive Vice President, Dave Maples.
- Daily activities are conducted with a high degree of independence. This position is advised and consulted on matters of urgency, sensitivity, or controversy. When functioning as a project leader, the incumbent determines own priorities, deadlines, and objectives.

**Qualifications**

- A degree in Ag Communications is preferred however; any combination of education and experience that would likely provide the required knowledge and abilities will be accepted.
- Proficient with Microsoft Word, Excel, Access, Publisher.
- Demonstrate ability to work independently, self-motivated, cooperative, and flexible
- Time Management skills are very important
- Ability to communicate essential information in a timely manner through written and verbal communications.
- Self-motivated with attention to detail
- Willingness to try new processes and products
- Strong understanding of agriculture practices and relationships in the agriculture industry are preferred.
- Ability to take a concept or program idea from conception to the final product

**To Apply, Submit**

A letter of interest to Becky Thompson, c/o Kentucky Beef Network, 176 Pasadena Drive, Lexington, Kentucky 40503, (859) 278-0899, along with: (1) Academic Transcript; (2) Updated Resume, including work history; and (3) three names, with addresses and phone numbers, of references.

Screening of the applications will begin February 13 and continue until a qualified applicant is selected.