

Consumer Marketing Coordinator Texas Beef Council

Supervisor: Vice President, Domestic Marketing

Direct Reporting to: Senior Manager, Consumer Marketing

General Responsibilities:

The Consumer Marketing Coordinator is responsible for supporting the consumer marketing strategies to reach Texas consumers through event marketing, promotions, and collaborative teamwork with the Consumer Influencer Team. With strong marketing and communication skills, the Consumer Marketing Coordinator delivers food and health-focused promotional support to advance overall program area goals working with strategy leads/senior managers to implement programs. Responsibilities will execute in accordance with Texas Beef Council's Long Range Plan, the strategies identified in the Texas Beef Council Marketing Plan and tactics specified in the approved Consumer Influencer strategy.

Specific Responsibilities:

- Assist in the planning and implementation of direct-to-consumer promotions, event marketing and health organization partnerships such as State Fair of Texas, American Diabetes Association Tour de Cure events and the Healthy Kids Running Series.
- Assist in the management of the Texas BEEF Team Brand Ambassadors program – to maintain positive relationships with members of the Team and assisting with team communication, engagement opportunities and member support.
- Provide consistent feedback to supervisor and assist in the evaluation of programs.
- Regularly work with senior management on all tactical marketing efforts.
- Other duties as assigned.

Qualifications and Key Skills:

Candidates must possess a Bachelor's degree at minimum and have at least 2+ years related marketing, event planning, communications or public relations experience including:

- Experience working on marketing campaigns
- Experience with event planning and execution
- Excellent written and verbal communications skills
- Knowledge of current/cutting edge online technologies relative to program planning and communication
- Experience utilizing analytics to measure success and identify trends
- Collaborative team member mindset
- Sound judgment, responsiveness, and clear team communications skills
- Self-starter with the ability to focus in a world of changing priorities
- Ability to build strong working relationships across all levels of the organization

The ideal candidate will have some experience with marketing, PR, and other areas of communications. Candidate must demonstrate excellent writing, planning, leadership, organization, communication, and interpersonal skills. Must have the ability to work successfully with teams on multiple projects under tight deadlines with a high attention to detail. Flexibility is important as job content could range from strategic to executional. Moderate travel and evening and weekend work.

Salary and Benefits

- Salary range -- Commensurate with experience
- Benefits – Health, Life, LTD, Dental Insurance and 401K available

Submit resumes and cover letter online to resumes@txbeef.org or mail to:
Texas Beef Council , 8708 FM 620 North, Austin, TX 78726