



Colorado Beef Council Executive Director

OVERVIEW

The Colorado Beef Council (CBC) works for the Colorado and U.S. Beef industry to increase demand for beef and beef products and increase consumer confidence through promotion, research and education with the express intent of improving beef's competitive position. The Colorado Beef Council (CBC) is funded by the \$1 per head Beef Checkoff assessment by cattle producers on all cattle sold in the State of Colorado and operates under the Federal Beef Promotion and Research Act and Order.

PURPOSE OF POSITION

The Executive Director is the chief executive officer of the CBC, reporting to the Board of Directors (Board) and elected executive officers. The Executive Director will assist the officers and directors in their duties; recommend and participate in the formation and implementation of CBC policies; employ and provide staff/contractor oversight and manage CBC in an efficient manner in accordance with state and national policies and the board approved budget. Strict adherence to USDA guidelines and oversight is also paramount.

RESPONSIBILITIES

The Executive Director is responsible for organizing and communicating with the board of directors, including scheduling and organizing ongoing meetings, creating the agenda and keeping minutes. Additionally, the Executive Director shall recruit, motivate and manage employees and contractors in accordance with CBC policies and applicable laws to most effectively carry out the mission of the Colorado Beef Council. The Executive Director will be responsible for communicating the purpose and objectives of the Beef Checkoff and the established goals of the board to stakeholders and consumers.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The following duties are normal for this position. These are not to be construed as exclusive or all-inclusive. Other duties and program responsibilities will be required and/or assigned:

- Monitor, with oversight from the Board, the Beef Checkoff collection and compliance system for Colorado, including the development of procedures consistent with the Beef Promotion and Research Act and Order
- Oversees the coordination, monitoring, and compliance of state research, promotion and education programs with national programs
- Represent the Colorado Beef Council and the Beef Checkoff to various beef, agricultural and consumer audiences, as well as trade and consumer media, including local cattlemen and livestock organizations throughout Colorado
- Communicate and establish an effective working relationships with national industry organizations which operate within the realm of the Beef Checkoff
- Coordinates and directs staff/contractors in implementing all advertising, promotion, education, and research programs according to CBC's Strategic Priorities

QUALIFICATIONS

- Experience and familiarity with Checkoff and Promotion and Research Act and Order Programs
- Familiarity with agricultural/beef production
- Experience and familiarity with advertising, promotion and marketing across a broad array of media platforms
- Demonstrated ability to interact and build relationships with individuals and organizations throughout the beef supply chain
- Demonstrated organizational leadership and administration, preference for experience working with a Board of Directors
- Effective written and verbal communication skills
- Demonstrated experience developing and managing a budget, with preference given for experience in local, state or federally regulated financial systems
- Willingness and ability for extensive travel both within and outside of Colorado is required

JOB TYPE

Full-Time

LOCATION

Colorado Beef Council
9781 S Meridian Blvd, Suite 250
Englewood, CO 80112

BENEFITS

- Medical, Dental Vision
- Life Insurance
- Paid Time Off
- Use of Beef Council Owned Vehicle

SALARY RANGE

\$90,000 - \$130,000, commensurate with experience and qualifications

HOW TO APPLY

Interested and qualified candidates should send a cover letter, resume and a minimum of 3 professional references to:

John Scanga, Chair
Colorado Beef Council
COBeefCouncil@outlook.com

For full consideration, applications should be received no later than **February 15, 2024**