

Digital Communications Coordinator Texas Beef Council

Supervisor: Vice President, Domestic Marketing

Direct Reporting to: Senior Manager, Consumer Communications

General Responsibilities:

The Digital Communications Coordinator is responsible for working on the Texas Beef Council consumer influencer team and supporting the consumer communications strategy to reach the target audience through social media management, digital community outreach, consumer education and promotion. The Digital Communications Coordinator will be responsible for communicating online and through other communication efforts with two-way conversations/engagement, managing how best to share beef content in the digital landscape and serving as the beef brand voice online and on various social media properties. Strong story-telling and writing focus, the Digital Communications Coordinator delivers interactive content to reinforce beef's positive brand image, deepens target engagement with beef, helps decrease barriers to consumption and supports overall communication goals. Responsibilities will be executed in accordance with the Texas Beef Council Long Range Plan, the strategies identified in the marketing plan and tactics specified in the approved Consumer Influencer strategy.

Specific Responsibilities:

- Create content for Beef Loving Texans' social media communities, such as Facebook, Pinterest, Instagram, Twitter, blog, online video/photo content, website, and other online outlets/resources.
- Monitor and identify online conversations the Beef Loving Texans' brand should engage and interact with including social media influencers/blogs.
- Manage content updates on BeefLovingTexans.com.
- Work collaboratively with Texas Beef Council staff to ensure integrated content and messaging is shared with consumer audiences and in alignment with consumer influencer strategies for each communication channel.
- Work with agency partners to create effective and efficient paid media distribution plans for digital content.
- Understand and incorporate best practices for developing online communities including social listening and reviewing analytics and measurement tools to constantly refine engagement to be effective through two-way conversations and relevant to target audiences.
- Provide assistance on video and photo shoots.
- Helps plan and execute consumer events.
- Regularly work with senior management on all tactical communication 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 public relations, marketing or social media experience and community management skills, including:

- Proficiency in WordPress, social media management tools (currently using Sysomos), Google Analytics, Photoshop, etc.
- Experience working on social media campaigns.
- Experience using web/social media analytics to measure success and identify trends.
- Excellent written and verbal communications skills.
- 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.

Ideal candidate will have some experience with marketing, PR, social media and/or other 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. High attention to detail. Flexibility is important as job content could range from strategic to executional. Moderate travel.

Salary and Benefits

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

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