



## **JOB DESCRIPTION**

### **Communications Specialist**

**Reports To:** Executive Vice President and Vice President of Operations

**General Responsibilities:** Develop and execute design of GCA print media, primarily through production of *Georgia Cattleman* magazine. Coordinate, design and produce material for print and digital communication as assigned. Coordinate convention program and other print public relations tools as needed by GCA and GBB staff and board.

GCA operates in a team environment both in the office and the field. All employees are expected to contribute to the team effort and project a positive attitude and image of GCA and the beef industry.

#### **Specific Responsibilities:**

##### ***Georgia Cattleman* monthly magazine:**

- Secure and coordinate advertisers and columnists for *Georgia Cattleman*.
- Meet and exceed monthly financial advertising budget for *Georgia Cattleman*.
- Prepare original copy for publication in *Georgia Cattleman*.
- Coordinate and oversee layout and production schedule to keep *Georgia Cattleman* on-schedule and timely.
- Coordinate with Editor to maintain strategic design and focus of print media.
- Actively monitor financial status of *Georgia Cattleman*.
- Publish electronic updates (email blasts using Robly) to the leadership and membership.
- Act as principal photographer for GCA.
- Update GCA websites with pertinent and timely information.
- Assist in the posting and management of social media accounts as necessary
- Other duties as assigned.
- Additionally candidate will contribute to completion of other industry pertinent projects and tasks as they are appointed.

#### **Qualifications:**

- Must possess a high degree of professionalism.
- BA or BS from a four-year college or university expected. Communications & Graphic Design coursework is preferred.
- Must have excellent written and verbal communication skills.
- Must be highly detail-oriented and organized.
- Candidate must display a high level of graphic design proficiency using Adobe Creative Suite, including InDesign, Illustrator, and Photoshop.
- Candidate must have experience in photography, Web site development and social media management.

**To Apply:** Send cover letter and resume to:

Georgia Cattlemen's Association, Attn: Michele Creamer, PO Box 27990 Macon, GA 31221  
or by email at [michele@gabeef.org](mailto:michele@gabeef.org)