

**AMERICAN JERSEY CATTLE ASSOCIATION  
NATIONAL ALL-JERSEY INC.**

**POSITION DESCRIPTION**

**Title:** Assistant Director of Communications

**Objective:** Assists in planning and developing communications related to the USJersey organization's strategic direction and annual goals both internally and externally.

**Location:** Based in the AJCA-NAJ Headquarters, Reynoldsburg, Ohio.

**Reports to:** Director of Communications

**Responsibilities:**

- Serve as technical writer for the USJersey organizations
- Prepare and edit materials and communications copy (i.e. annual report, research reports, content for USJersey websites)
- Assist with multi-media development, web design and video production
- Prepare breed promotion and educational materials to carry the strategic direction of the association
- Coordinate development of Green Book production, print and digital
- Coordinate trade show promotions with Director of Communications
- Assist in maintaining web content and executing social media strategies
- Assist with planning, promotion and management of national Jersey youth development programs, capital fundraising efforts, and special events
- Prepare presentations and reports for USJersey staff and representatives
- Assist with hosting visitor groups and delivering orientation presentations

**Placement Standards:** College graduate with degree in the field of agriculture or communications or equivalent experience. Dairy cattle background is desired. Must have excellent writing and grammar skills, have analytic and creative thinking, be able to distill complex information into concise text, charts for presentations, and have general office knowledge. Computer skills including, but not limited to, Microsoft Office365 applications, Adobe InDesign and Photoshop (experience with Creative Cloud environment a plus), and Word Press or equivalent web design application. Must be able to communicate effectively with customers. Ability to multi-task.

**Contact:** Frequent contact with breeders, dairy industry personnel and staff members.

**Salary:** Commensurate with experience. Eligible for employee benefit package.

**Working Conditions:** Full time position. Works in an office setting however some travel will be required. Evenings, weekends and holidays may be required to carryout responsibilities.

Qualified candidates should submit a letter of application and résumé to Kim Billman, Director of Communications, 6486 E. Main St., Reynoldsburg, OH 43068-2362. Applications may also be submitted by fax at 614/322-4493 or by [email](mailto:kbillman@usjersey.com) with "Assistant Director of Communications" in the Subject Line of the message to [kbillman@usjersey.com](mailto:kbillman@usjersey.com).

*This position description in no way states or implies that these are the only duties to be performed by this employee. This person will be required to follow any other instructions and to perform any other duties requested by specified department head, the Executive Secretary or designee.*

*AJCA-NAJ, February 2021*