

Industry Relations Manager Texas Beef Council

SUMMARY

The Industry Relations Manager will manage the day-to-day activities associated with projecting a positive image of the Texas Beef Council program execution and the Beef Checkoff in Texas to our producer stakeholders. This role serves as a critical liaison interpreting the results of our varied programs to our grassroots stakeholders. Additionally, this role will effectively serve as our eyes and ears in the country, providing critical feedback to leadership regarding producer climate and concerns. Responsibilities include attending producer-facing meetings and/or important trainings, communicating the results of varied programs, connecting with program staff frequently, and remaining up-to-date on checkoff activities. This position may be called upon to facilitate discussions with producers and/or checkoff remitters on behalf of our collections and compliance staff. The Industry Relations Manager must demonstrate the ability to handle confidential information with discretion.

ESSENTIAL FUNCTIONS

An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the functions which the employee may be expected to perform.

INDUSTRY RELATIONS

- Serve as a public relations representative for TBC on issues associated with the checkoff.
- Seek and coordinate producer events for speaking opportunities and material distribution.
- Conduct frequent presentations to producer groups and answer producer inquiries as it relates to the checkoff.
- Assist with tracking and measurement of stakeholder engagement.
- Monitor industry issues, develop an understanding of industry trends, and serve as a resource to the organization on industry topics.
- Manage and evaluate field staff activities related to industry relations.

COLLECTIONS AND COMPLIANCE

- Serve as a member of the collections and compliance team by monitoring compliance and serving as an information source and problem solver on issues associated with the checkoff.
- Interpret and communicate state and federal rules and regulations regarding the Beef Checkoff to collection sites.
- Monitor characteristics of collection sites and purchasers of livestock, utilizing information to increase compliance and respond to issues as needed.
- Communicate feedback from collection sites and cattle producers to TBC staff.
- Monitor compliance by collection sites and/or producers and respond to issues as needed. Perform on-site compliance reviews as needed.

OTHER DUTIES

- Serve as a member of the producer communications (PC) team and as a brand ambassador for TBC, representing the Beef Checkoff to producers.
- Collaborate on strategies to effectively communicate and distribute checkoff-related information to producers, collection sites, and other stakeholders.

The above statements reflect the general details considered necessary to decide the principal functions of the position identified and shall not be construed as a detailed description of all work requirements that may be inherent in the job.

MINIMUM QUALIFICATIONS

- **EDUCATION** - Minimum of a 4-year college degree in Animal Science or equivalent knowledge and experience in the agriculture industry.
- **EXPERIENCE** - A thorough understanding of the beef industry is required, with a minimum of 5 years of direct experience in extension, industry product sales, or the equivalent.
- **SKILLS** - The ideal candidate for this position must possess a genuine love of agriculture and cattle ranching. Must be able to communicate effectively with all levels of the company and industry representatives, verbally and in writing. Must be able to conduct presentations and speak on beef industry issues. Must be an organized, self-starter, disciplined in workflow and habits, with strong people, management, and computer skills. Must be a team player with a high degree of dedication and commitment to TBC and the beef industry. Ability to interact with industry representatives in a friendly and personable manner.

PHYSICAL REQUIREMENTS

- Ability to drive a vehicle, possess a valid driver's license, and have an acceptable driving record that meets TBC's insurance requirements.
- Viewing of a computer screen for extended periods with hand/wrist manipulation to operate a keyboard.
- Ability to stand and walk for up to 8 hours. Ability to generally balance, stoop, kneel, or crouch.
- Ability to lift/move up to 50 lbs.
- Ability to travel and work extended hours.

COMPANY DESCRIPTION

TBC is a mission-driven organization proudly representing Texas cattle producers across the state and working to educate and inspire people to gather around the table over a shared love of beef.

Our core values are:

Passion: We are passionate for beef and committed to the work we believe we are fortunate to do.

Empowerment: We empower ourselves and others by sharing knowledge, responsibility, and ownership of outcomes.

Trust: We pursue trusted relationships built on integrity, accountability, and collaboration.

TBC offers employees a competitive compensation and benefits package and a flexible and collaborative work environment. Our office, located on 17 beautiful acres in NW Austin, is an inviting ranch-style building with a top-notch kitchen and event space designed for beef promotion and education. If you love beef and value a work environment that is passionate, caring, rewarding, fun, inspiring, and fulfilling, look no further than TBC.

BENEFITS

- Health Insurance
- Dental Insurance
- Vision Insurance
- Paid Vacation
- Sick Time
- 401(k) with Company Contribution
- Life Insurance
- Long-Term Disability

Submit resume and cover letter online at resumes@txbeef.org.