

**Coordinator, Digital Marketing  
Texas Beef Council**

**Direct Reporting to:** Director, Consumer Marketing

**General Responsibilities:**

The digital marketing coordinator is responsible for working on the Texas Beef Council consumer marketing team and supporting the organization's digital strategy to reach the target audience through social media, content development, digital community outreach, and consumer education and promotion. This position 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 marketing coordinator delivers interactive content to reinforce beef's positive brand image, deepens target engagement with beef, helps decrease barriers to consumption, and supports overall marketing 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 Marketing strategy.

**Specific Responsibilities:**

- Draft, publish, and maintain organic content via content calendars for all relevant Texas Beef Council social media and online accounts and ensure that all content follows proper brand standards and review process, including subject-matter expert reviews.
- Monitor and identify online conversations the Beef Loving Texans' brand should engage and interact with including social media influencers/blogs. Review, escalate, and respond to user-generated content in a quick and timely manner.
- Foster a positive social community and add value to the social media user experience, while enforcing social media guidelines as defined by the brand.
- 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.
- Create new website and blog content that follows proper brand guidelines and manage launch and web updates.
- Demonstrate a deep understanding of persuasive writing that is SEO and SEM friendly.
- Work collaboratively with Texas Beef Council staff to ensure integrated content and messaging are shared with target audiences and in alignment with Texas Beef Council strategies for each communication channel.
- Work with paid media and brand creative team members to develop and distribute high-quality, compelling content that is aimed at positioning beef as the top protein.
- Draft newsletters for various Texas Beef Council communities.
- Assist in the organization of assets on the digital asset manager.
- Provide assistance on video and photo shoots as needed.
- Help plan and execute consumer events as needed.
- Regularly work with the leadership team on all tactical marketing 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, G-Suite, 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 candidates will have some experience with marketing, PR, social media, and/or other communications. Candidates 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](mailto:resumes@txbeef.org) or mail to:  
Texas Beef Council, 8708 FM 620 North, Austin, TX 78726

**About Texas Beef Council:**

The Texas Beef Council, located in Austin, is a non-profit organization funded by Texas farmers and ranchers through the national Beef Checkoff program and the Texas state Beef Checkoff program. Checkoff dollars are used to increase demand for beef through programs of promotion, research, and education. The organization is located in northwest Austin and currently has 18 employees.