



TEXAS AND SOUTHWESTERN CATTLE RAISERS ASSOCIATION

1301 W. Seventh St., Suite 201 Fort Worth, Texas 76102 817-332-7064

POSITION DESCRIPTION

EXECUTIVE DIRECTOR OF EVENTS AND EDUCATION

SUMMARY OF JOB RESPONSIBILITIES

The Executive Director of Events and Education has the primary responsibility for all events, education, and allied business sponsorships and advertising sales. This position manages the development and implementation of relevant TSCRA programs and events, including the supervision of third-party vendors, as well as all allied business sponsorship and advertising agreements and relationships. Further, this position is responsible for oversight of staff and budgets for these program areas and has the authority to exercise discretion and independent judgment in fulfilling these responsibilities.

ESSENTIAL JOB FUNCTIONS

Events

- Responsible for coordinating the TSCRA Cattle Raisers Convention and Expo, Summer Meeting, and Policy Conference
- Provide oversight for the planning and implementation of TSCRA ranch gatherings and other meetings and events
- Attend industry and other events as needed to represent and promote TSCRA

Education

- Provide oversight and development of a portfolio of educational programs that provide tangible value to TSCRA members via various platforms including online and in-person
- Proactively direct educational resources to TSCRA members that allow access to a full range of educational content from all TSCRA sources
- Coordinate planning, execution and evaluation of TSCRA School for Successful Ranching

Beef Quality Assurance

- Work with representatives from Texas A&M AgriLife Extension, Texas Beef Council and program sponsors to manage TSCRA's role in the Texas Beef Quality Assurance (TBQA) program
- Serve as the secretary of the TBQA Steering Committee
- Coordinate, schedule, promote, and execute TBQA training meetings and other related program events, including tours and workshops

- Coordinate certification process with program partners
- Travel to BQA events to perform and implement TSCRA's role in the TBQA program
- Develop and implement innovative and effective methods to promote the TBQA program and the concept of "Beef Quality Assurance" to producers and others in the beef industry
- Create and deliver public presentations on BQA and the TBQA program
- Maintain TBQA website

Sponsorship and Advertising Sales

- Responsible for developing and maintaining relationships with allied business members
- Responsible for negotiating sponsorship and advertising agreements and obtaining non-dues revenues to support TSCRA activities
- Responsible for negotiating and implementing affinity programs for TSCRA members
- Provide oversight of sponsorship and advertising sales for TSCRA events, programs and activities

Supervisory

- Supervise several staff positions, including sponsorship and advertising sales, and any individuals completing internships

OTHER JOB FUNCTIONS

- Serve as staff liaison to TSCRA Association Promotion Committee and Regional Association Promotion Teams
- Collaborate with Executive Director of Membership and Marketing and Executive Director of Communications to develop strategic partnership activities and identify opportunities
- Assist with implementation of the TSCRA Membership Marketing Plan to meet TSCRA membership goals
- Fulfill other duties as assigned by the Executive Vice President/CEO

This position description is intended to describe the general nature and work responsibilities of the position. This position description and the duties of this position are subject to change, modification and addition as deemed necessary by the TSCRA. Employees are required to comply with supervisory instructions and perform other job duties, responsibilities and assignments requested by executives, managers and other TSCRA officials. **This position description does not constitute an employment contract between the TSCRA and the employee.**

REPORTING RELATIONSHIP

Reports directly to Executive Vice President/CEO

REQUIREMENTS

- Must be able to work during customary work day/work week and at other times including evenings and weekends
- Must be able to travel frequently

QUALIFICATIONS

- Four-year college degree from an accredited college or university in agriculture, business, or related field
- Extensive experience working with educational programs and event planning
- Exceptional communication, writing and organizational skills
- Exceptional project management ability and time management skills
- Strong attention to detail and excellent follow-up skills
- Proactive attitude with ability to anticipate needs, problems and opportunities
- Must be able to work independently and as part of a team
- Experience working with commonly used computer hardware and software packages

JOB STATUS

Exempt – Full time

COMPENSATION BASIS

Salary