



Industry Program Specialist Boise, ID

Are you passionate about the beef industry? Are you looking for an opportunity to make a notable contribution to Idaho's beef producers?

Brief Job Description: You will have the opportunity to spread the word about the work being done on behalf of producers and to support Beef Quality Assurance trainers.

To join a team enthusiastic about beef:

- Review the attached Job Description
- Submit a cover letter **and** resume by **email** to SGulledge@IDBeef.org or by **mail** (address below)
- Deadline for applications: **5:00 pm, June 6, 2025**

Contact Information:

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Industry Program Specialist Job Description

Position Title: Industry Program Specialist
Reports to: CEO
Location: Boise, Idaho
Position type: Full-time +, Administrative Exempt (straight pay for all hours)

About the Idaho Beef Council (www.IDBeef.org)

Consumers around the country may associate Idaho with its famous potatoes, but Idaho ranchers know that the state's agricultural industry produces another important product: BEEF. In a state where cattle outnumber people, the Idaho beef industry is an integral part of local communities and an important contributor to the Idaho economy. The Idaho Beef Council (IBC) is a consumer-focused, producer-directed organization representing the state's second largest agricultural industry.

About You

You are a team player who is professional, passionate, driven, organized, detail-oriented, demonstrates leadership, and you are ready to jump into a dynamic work environment.

You would enjoy being a part of the team responsible for promoting the value of the Idaho beef industry to stakeholders in Idaho, the Pacific Northwest, and beyond.

You are confident, proud of your work, and your energy motivates others. You develop positive relationships with your work colleagues and others.

You have excellent oral and written communication skills, especially in business communications.

You are innovative in developing marketing materials and communications to convey promotions and events to build enthusiasm.

You excel at time management with the ability to prioritize, plan, and manage activities to support the work of the IBC. You are able to pivot to meet challenges as they arise.

You are open and eager to learn about the beef industry and the requirements for compliance with laws and guidance governing the IBC.

You are interested in professional development and benefiting from training and educational opportunities provided by the IBC.

Job Summary

The Idaho Beef Council Industry Program Specialist plans, coordinates, and implements education and promotion activities in collaboration with IBC staff. The Industry Program Specialist works in collaboration with and under the direct supervision of the CEO to build the BQA and Industry program.

The Industry Program Specialist reports to and collaborates with the Idaho Beef Council (IBC) CEO. The Industry Program Specialist will also closely collaborate with the Consumer Marketing Specialist to lead IBC marketing activities in the BQA and Industry programs.

The Industry Program Specialist will develop and manage a broad array of business-centric marketing materials and events to effectively meet BQA and Industry annual goals and objectives. These include, but are not limited to educational, promotional, informational material and event planning, development, and delivery. The Industry Program Specialist is responsible for developing and tracking measurement across multiple channels and formats: print, digital, social, broadcast, e-communications, and more.

The Industry Program Specialist implements strategies according to IBC's approved annual Marketing Plan to promote and increase demand for beef products for beef stakeholders. The Industry Program Specialist works within a team environment to develop and execute projects and campaigns to achieve specific outcomes and impacts as outlined in the Performance Monitoring Plan (PMP). The Industry Program Specialist establishes and reports on BQA and Industry program monitoring metrics and succinctly translates findings in well-written and complete documentation. Conducts and communicates ongoing market analysis and reporting in partnership with IBC staff, including emerging trends, challenges, and other measures to achieve IBC's vision and mission.

The Industry Program Specialist is both business-minded and creative. The Industry Program Specialist determines targets, budgets, and strategies for education, training, and promotion activities under IBC's BQA/Industry program categories on behalf of the Board of Directors and the Idaho beef industry. As part of the Program Team, the Industry Program Specialist develops and coordinates these efforts successfully and within deadlines. The Industry Program Specialist liaises with target audiences to monitor, plan, and implement industry promotions, plan, lead, and track the Beef Quality Assurance (BQA) program, craft promotional materials, press releases, media communications, website content, social media content, etc.

The Industry Program Specialist has excellent written and oral communication skills to represent the Idaho beef industry at the highest level possible. The Industry Program Specialist develops and maintains networks and positive relationships with industry target groups, media, and others. The Industry Program Specialist works in partnership with IBC team members to coordinate special events, represent the IBC in meetings and other events, and participate in speaking engagements, as needed.

Specific Duties

- Marketing Plan
 - Participates in the development and implementation of the IBC Marketing Plan, including BQA program management, events, campaigns, promotions, and other activities in the industry program.
 - Maintains and manages category calendar of events, promotions, and other marketing activities.
 - Builds and maintains relationships and communications with a variety of stakeholders and target populations for the BQA and industry program.
 - Collaborates with IBC staff and partner organization team members (e.g., National Cattlemen's Beef Association, Idaho Cattlemen's Association, and others) to promote activities and generate reports.
 - Ensures producer communication plan is implemented with collaboration with the CEO and other IBC personnel to include but not limited to:
 - ICA weekly Executive Update
 - ICA Line Rider publication (10 per year-article and ad)
 - Cattlemen's Beef Board (CBB) *The Drive* quarterly newsletter
 - United Dairymen of Idaho (UDI) quarterly newsletter
 - Quarterly and Annual Reports
 - Tracks progress, achievements, and cost-effectiveness of business category marketing activities (sponsorships, BQA trainings, promotions, partnerships, and other direct and

- indirect marketing strategies) with an eye for continuous improvement. Monitors, analyzes, and reports on industry communications and marketing campaign effectiveness and results (metrics including inputs, outputs, and impact).
 - Attends IBC Board and industry related meetings to report and communicate industry program-related information as needed and requested.
- Materials and Message Development
 - Contributes content for publication in IBC newsletters, press releases, articles, program evaluations, annual reports, and alerts with the program team.
 - Where applicable, develops and manages business category targeted digital marketing and promotion efforts including website site and content management, social media platforms, influencers, content calendar, content development and execution, scheduling, and results analytics reporting compared to target goals.
 - Plans, coordinates, and implements online meetings through virtual meeting platforms.
 - Manages industry newsletters and trainings. Implements tactics to successfully drive increased sign-ups for e-communication efforts, BQA program enrollment and attendance, and database enhancements.
 - Develop beef producer/industry focused information to communicate how checkoff dollars are invested and the ROI of those investments. Creates a wide range of marketing materials in line with marketing strategy plans.
 - Works with marketing, design, and other agencies contracted by IBC, as required.
 - Effectively and creatively contributes to website content and enhancements in line with marketing strategy.
- Industry Relations
 - Build relationships with all cattle, breed and dairy associations.
 - Expand and foster partnerships with organizations such as the Idaho Farm Bureau.
 - Learn and implement all aspects of the Idaho Beef Quality Assurance program including working with Advisory Committee, State BQA co-coordinators and certified trainers; organizing, promoting and implementing BQA trainings. Attend industry meetings to include:
 - Idaho Cattle Association summer meeting and annual convention
 - 5-10 annual cattle association meetings throughout the state
 - Quarterly dairy association meetings and annual meeting
 - Idaho Farm Bureau meetings
 - Other meetings which will expand IBC partnerships
- Other duties as assigned.

Qualifications for this position involve the following:

Professional Qualifications: The IBC Industry Program Specialist position requires a bachelor's degree in Marketing, Advertising, Public Relations, Business, or related business-related fields from an accredited college or university with a minimum of three years in an industry and/or project management position. Alternatively, IBC will consider an Associate's level degree in a business-related field and at least five years of experience in a Industry Program or similar position.

Strong leadership and communications skills will be important to both collaborate and assist in management of industry outreach strategies. Experience in beef or other agriculture or food commodity association program management is preferred. Proven ability to organize and manage multiple projects, priorities, and audiences. Demonstrated successful project management should include a range of duties from assisting design and launch to successful conclusion. The Industry Program Specialist will have the ability to quickly develop working knowledge of the beef industry, beef consumers, and topics of interest to support IBC activities.

Alignment with the IBC core values of professionalism, a strong work ethic, self-sufficiency, stewardship, being a team player, and solutions oriented.

Adherence to compliance-related requirements for communications, including social media. Openness to discuss compliance issues, trends, and related items in print, speaking, and social media. Support IBC vision, goals, and objectives.

The Industry Program Specialist should demonstrate competencies, such as:

- *Communications Skills:* Thorough knowledge of business English. Excellent etiquette for voice, video, and written communications. Experienced presenting to groups of various sizes in an engaging manner. Possesses intimate understanding of traditional and emerging marketing channels. Experienced to draw on professional judgement and discretion in all communications.
- *Creativity and Innovation:* Ability to creatively approach tasks, such as building trainings and promotions, establishing professional relationships, and collecting and evaluating metrics and other information to support decision-making about IBC's marketing strategies. Supportive skills include planning, managing, communications and presentation, negotiation, networking, critical thinking, and quick learning skills.
- *Organizational Skills:* Ability to manage projects from ideation to backend analysis independently and as a collaborative team member. Ability to work independently and efficiently. Ability to take direction and to guide others to achieve tasks related to marketing plan implementation.
- *Business Acumen:* Along with living into our driving value of forging legacies and shaping the future of the beef industry, and demonstrating our core values in building a working relationship with our team, members of the beef industry, and the community at large, you must also have the following knowledge and skills:
- *Additional skills required:* Excellent written and oral communications, proficiency in Microsoft Office products, including Word, Excel, PowerPoint, and Outlook, working knowledge of online platforms, such as Microsoft Teams, Zoom, and others, and knowledge of marketing channels, including digital and social media platforms.

Personal Qualifications: Consistently demonstrates integrity, fidelity, and model behavior consistent with our core values provided above. Conveys a professional and positive image and attitude regarding the IBC. Exhibits team player characteristics. Is a creative thinker who pays strong attention to detail. Exhibits a strong work ethic and self-sufficiency. Understands the importance of and upholds good stewardship of the investments made by the beef industry entrusted to the IBC.

Working Conditions

This position requires the Industry Program Specialist to work collaboratively with IBC staff on marketing operations. The Industry Program Specialist will work on a number of issues, activities, and tasks simultaneously, balance and prioritize actions, and provide timely feedback for decision-making needs. The Industry Program Specialist will participate in planning and meeting deadlines while maintaining a flexible work schedule to accomplish the demands of the position. This position may include occasional long and/or irregular hours. Travel will include attending and participating in meetings, events, and strategic planning sessions. A valid driver's license and good driving record is required.

Compensation and Benefits

- Competitive salary
- 11.96% employer contribution to the Public Employee Retirement System of Idaho (PERSI)

- 15 days of vacation, 11 state holidays, and 12 sick days per calendar year
- Vacation days will be added after five years of state service.
- Basic life and disability benefits: <http://ogi.idaho.gov/life-disability/>
- Excellent health benefits: <https://ogi.idaho.gov/medical/>
- Compensation for travel expenses provided according to travel policy

Voluntary Benefits

- PERSI Choice 401(k) Plan <https://www.persi.idaho.gov/choice-401k-plan>
- Flexible Spending Accounts <https://ogi.idaho.gov/flexible-spending-accounts>
- Voluntary Term Life Coverage <http://ogi.idaho.gov/life-disability/>
- Short- and Long-Term Disability <http://ogi.idaho.gov/life-disability/>

The Idaho Beef Council is proud to be an equal opportunity workplace and is an affirmative action employer. Equal opportunity and consideration are afforded to all qualified applicants and employees. We won't unlawfully discriminate based on gender identity or expression, race, ethnicity, religion, national origin, age, sex, marital status, physical or mental disability, veteran status, sexual orientation, and any other category protected by law. The Idaho Beef Council is committed to working with and providing reasonable accommodation to applicants with disabilities under the American Disabilities Act and state disability laws. Idaho Beef Council is a tobacco and drug-free workplace.