



Title: Director of Communications

Location: Topeka, Kansas

Type of Position: Full-Time

Position Description

The Kansas Beef Council (KBC) is looking for a dedicated and results-driven Director of Communications to join a small but enthusiastic team that is passionate about positively impacting beef demand through research, education and promotion. As the Director of Communications, you will oversee all communications and marketing content while promoting the KBC and Beef. It's What's for Dinner. brands to consumers.

You Will Make an Impact By:

- Overseeing the company's brand strategy, ensuring consistent messaging and visual identity across all platforms and communications.
- Analyzing consumer research to develop an effective integrated marketing and communications plan that targets key customer personas and stakeholders.
- Conducting social listening strategies that inform timely and relevant content creation.
- Managing the KBC content calendar to ensure a consistent and high-engaging presence across digital and traditional media.
- Creating a variety of communication pieces such as press releases, social media posts, position statements, articles, online resources, brochures, blog posts, videos, photos and newsletters.
- Developing lasting relationships with relevant influencers to promote the multiple advantages of beef.
- Engaging with consumers and beef producers through in-person events.

Required Qualifications

- Four-year college degree in communications, marketing, journalism or related curriculum
- A comprehensive portfolio that demonstrates consistent success in marketing, communications, brand development and/or public relations
- Experience in social media marketing and content marketing
- Strong relationship-building skills and the ability to work in a collaborative environment
- Highly organized, self-disciplined and able to manage multiple projects simultaneously
- Ability to manage a communications and marketing budget
- Excellent written and verbal communication skills

An Ideal Candidate Will Demonstrate:

- A deep passion for the Kansas beef industry and beef producers.
- 3+ years of proven experience in marketing and/or communications.
- Strong analytical skills to evaluate KPIs, extract meaningful insights, and communicate compelling narratives to stakeholders.
- A continuous learning mindset with a dedication to personal and professional growth.
- A forward-thinking mentality that utilizes emerging technologies and platforms.
- A collaborative spirit, recognizing that success is driven by the shared ideas and achievements of the team.
- Excellent public speaking skills with the ability to effectively engage both consumers and beef producers.

Join a supportive team environment where dedication, innovation and collaboration drive success with the goal of positively impacting the Kansas beef industry. The Kansas Beef Council provides a competitive salary and benefits package, including health and dental insurance and 401k. The position is full-time, is located at the Kansas Beef Council office in Topeka and requires some travel.

This position will remain open until filled. To be considered for the position, please submit a cover letter, resume and portfolio to:

Scott Stebner
Executive Director
Kansas Beef Council
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785-273-5225