

**Ohio Poultry Association
Consumer Outreach Coordinator**

The Ohio Poultry Association (OPA) is a dynamic organization representing Ohio's egg, turkey and chicken farms, processing and allied industries. Caring for consumers and Ohio poultry farms by providing leadership to responsibly produce safe, affordable, and wholesome food is our prime mission. An integral part of our mission is providing for bird health programs. OPA is seeking a qualified individual who is energetic and hard working to join our Communications, Consumer Engagement, and Education team.

Position Summary:

The Consumer Outreach Coordinator works cooperatively with the Consumer Outreach and Communications Director. This position supports communication between Ohio poultry farmers and consumers through multiple platforms, including social media and digital communications. This role is integral in the development and management of consumer education, youth education, and workforce development.

Working Relationships:

OPA is a small, but vibrant office – a true team environment. This position reports directly to the Consumer Engagement and Communications Director and ultimately to the OPA Executive Vice President. The position is based in Columbus, Ohio. OPA will consider fulltime and parttime applicants. In state and out of state travel are required.

DUTIES (in cooperation with Consumer Engagement and Communications Director):

- Support the Consumer Outreach and Communications Director.
- Manage Workforce Development programs in conjunction with the OPA's Bird Health Team.
- Maintain communications databases.
- Provide content for monthly newsletters.
- Work cooperatively with the social media and digital communications team.
- Develop and implement TikTok programming.
- Provide content for monthly electronic newsletters.
- Attend industry events to capture content for social media and to support the overall organization social media strategy.
- Support events and educational initiatives including activations at the Ohio State Fair.

Other Duties –

- Work cooperatively with OPA staff, strategic partners, stakeholders, and independent contractors on all issues affecting the Ohio poultry industry.
- Attend local, state and national industry meetings as required. Assist with poultry industry meetings as required.
- Assist OPA staff on industry-wide events, programs and projects.
- Other duties as assigned or appropriate.

Qualifications, Skills, Abilities and Personal Characteristics:

Minimum Bachelor's Degree in Agriculture Communications, Communications, Public Relations, Journalism, Marketing, or another related field. Equivalent experience is also acceptable.

- Strong leadership and management skills. Ability to motivate and lead. Ability to work successfully with all levels of employees and internal groups/teams.
- Ability to think and act strategically with the capacity for growth in strategic thinking.
- Strong problem-solving skills, and proven project management and continuous improvement experience and coordination of multiple projects simultaneously.
- Open and direct communicator; excellent verbal and written communication skills. Focus on accuracy and detail.
- Graphic design experience is a plus.
- Sound judgment and unwavering ethics.
- Self-motivation, independent work habits, and ability to multi-task.
- Strong computer skills.
- Reliable transportation.

How to apply: If you are interested and feel you meet the qualifications for this opportunity, submit your resume, cover letter and references for consideration to info@ohiopoultry.org.

The Ohio Poultry Association is an Equal Opportunity Employer