

**AMERICAN JERSEY CATTLE ASSOCIATION  
NATIONAL ALL-JERSEY INC.**

**POSITION DESCRIPTION**

**Title:** Communications Specialist

**Objective:** Create educational and promotional communications that may include print, electronic, new media and other collateral in support of customer service and marketing objectives of the USJersey organizations.

**Location:** Based in the AJCA-NAJ Headquarters, Reynoldsburg, Ohio.

**Reports to:** *Jersey Journal* Editor, Director of Development

**Responsibilities:**

**I. Digital Media**

- Continuous maintenance of websites for *Jersey Journal*, USJersey and Green Book Online
- Manage company e-newsletter and news/announcements on infoJersey service website
- Create postings for and monitor activity on association's official Facebook pages
- Respond to inquiries received through websites and Facebook pages

**II. Writer**

- Contribute editorial and advertising content for *Jersey Journal*
- Write and issue news releases
- Assist in production of point of sale brochures and customer support information

**III. Other Activities**

- Assist with planning, promotion and management of national Jersey youth programs, capital fundraising efforts, and special events
- Assist with production of videos, webinars and PowerPoint presentations
- Assist with hosting visitor groups and delivering orientation presentations

**Placement Standards:** College graduate with degree in the field of agriculture or communications. Dairy cattle background is desired. Strong written and oral communication skills, and general office knowledge. Computer skills including, but not limited to, Adobe InDesign and Photoshop (experience with Creative Cloud environment a plus), Word Press or equivalent web design application, and Microsoft Office365 applications. Must be able to communicate effectively with customers. Ability to multi-task.

**Contact:** Frequent contact with dairy farmers and dairy industry personnel. Some travel may be required.

**Salary:** Commensurate with experience.

**Working Conditions:**

1. Normal office hours: Monday through Friday, 8:00 a.m. – 4:30 p.m.
2. Employees offered 30-minute lunch and two (2) 15-minute breaks.
3. Employer offers a smoke-free environment.
4. Employer offers health insurance.
5. Employer offers life insurance.
6. Employer offers short and long-term disability coverage.
7. Employer offers 401(k) pension plan.

Qualified candidates should submit a letter of application and résumé to Kim Billman, Editor, *Jersey Journal*, 6486 E. Main St., Reynoldsburg, OH 43068-2362. Applications may also be submitted by fax at 614/322-4493 or by [email](#) with "Communications Specialist" in the Subject Line of the message.

*This position description in no way states or implies that these are the only duties to be performed by this employee. This person will be required to follow any other instructions and to perform any other duties requested by specified department heads, the Executive Secretary or designee.*