



Position: Communications Specialist

Background

The Council on Dairy Cattle Breeding (CDCB) is the national genetic evaluation center for the United States. As the steward of the National Cooperator Database, the largest collection of dairy cow information in the world, the CDCB provides gold-standard genetic and genomic evaluations for 49 traits in 6 dairy breeds along with dairy crossbreds. The Council on Dairy Cattle Breeding is focused on five key values: dairy-driven, science-based, cooperative, transparent, and data-driven. The CDCB is growing and currently has an employment opportunity for a communications specialist.

Under the direction of the outreach specialist, the communications specialist assists with the branding, promotion, and messaging of the Council on Dairy Cattle Breeding (CDCB). This position utilizes graphic design, writing, and social media management skills to provide services to collaborators, dairy producers, and researchers while amplifying the messaging of the CDCB.

Primary Functions/Responsibilities

- Graphic design of digital and printed materials
- Write popular press and extension-type articles
- Management of and content creation for CDCB's various social media platforms
- Creation and distribution of press releases in AP style
- Ownership of monthly newsletters sent to various industry audiences
- Assist with CDCB event coordination and execution
- Website administration
- Assist in the execution of the Integrated Value Proposition plan
- Other duties as assigned

Education & Experience

A BS or BA in a dairy, agricultural or communications field and two years of experience required, three to five years preferred

Position Requirements

- Ability to communicate the science, progress, and impacts of dairy cattle breeding and the CDCB services in a manner that is relatable and relevant for a diverse set of stakeholders including dairy producers and on-farm advisors, industry collaborators, agriculture agencies and associations, academia, and researchers
- Excellent written and verbal communication skills
- Proficiency in Microsoft Office Suite and Adobe Creative Suite
- Self-motivated with strong organizational skills and creative, out-of-the-box thinking

- Strong work ethic and willingness to complete tasks
- Understanding of various social media platforms utilized by the CDCB
- Comprehensive understanding of agriculture and the dairy industry
- Physical requirements of this position include: the ability to lift at least 50 pounds, walk significant distances and work extended hours

Salary and Benefits

The Council on Dairy Cattle Breeding offers competitive compensation and a comprehensive benefits package that includes medical, dental, vision, short- and long-term disability; life insurance; flexible spending accounts; and a 401(k) retirement savings plan. We also provide paid holidays, generous annual leave, and a congenial work environment that fosters professional and personal growth.

This is a full-time (12-month) position. This position is based in Bowie, MD. Located just minutes from downtown Washington DC and locations throughout the greater DMV region. Remote\Hybrid work environments can be considered.

About the Council on Dairy Cattle Breeding

Headquartered in Bowie, Maryland, the Council on Dairy Cattle Breeding (CDCB) is a 501(c)(5) non-profit organization responsible for calculating and distributing genetic evaluations for dairy cattle worldwide. It also stewards the cow performance and genotypic data stored in the National Cooperator Database on behalf of producers. The CDCB is a collaborative organization that benefits the dairy community by providing gold-standard genetic evaluations for improving dairy cattle populations. It works with allied organizations to support data utilization, dairy research, and national performance metrics.

This position will remain open until filled.

For more information and to apply

Contact Bonnie Andersen at bonnie@agrirecaiter.com or (563) 293-2787