



EMPLOYMENT ANNOUNCEMENT

Full-Time Marketing and Livestock Specialist for The Southern Maryland Meats Program (SMM)

Opening Date: October 18, 2017

Closing Date: November 25, 2017

Summary:

The Tri-County Council for Southern Maryland (TCCSMD) is seeking an individual to administer, coordinate and implement all aspects of the Southern Maryland Meats (SMM) program of The Southern Maryland Agricultural Development Commission (SMADC), a division of the TCCSMD. Scope of work includes increasing awareness of the SMM Brand/Program, developing market potential for Southern Maryland Meats producers' products, providing outreach and support on livestock production and marketing to SMM program participants as well as the broader livestock community in the five-counties of Southern Maryland.

Essential Duties and Responsibilities:

- Research and identify new retail/wholesale markets for SMM products in the Southern Maryland and the wider Metro DC area.
- Market/promote SMM meats to consumers and retail/wholesale venues.
- Increase awareness of SMM brand with consumers and program potential for producers.
- Provide marketing support for livestock producers (develop marketing tools, promotions, special events).
- Provide knowledgeable assistance in livestock production and meat marketing.
- Develop educational opportunities for producers (workshops, pasture walks, networking, etc.)
- Administer/maintain SMM program records: membership, farm visit reports, equipment use reports/agreements.
- Administer the SMM Facebook page; insure all SMM information resources (SMM website and printed materials, SMM quality and raising standards) are regularly reviewed and updated.
- Work collaboratively with the SMM Steering Committee and SMADC Director to achieve program goals.
- Apply for grants to increase program potential. Manage awarded grants to insure successful outcomes.
- Other duties as needed.

Knowledge, Skills, Abilities: Experience in marketing and meat/livestock production is preferred. Must be a self-starter, highly motivated, able to work independently, possess excellent interpersonal skills with ability to communicate confidently and effectively with buyers and producers. A team player, must work collaboratively with SMM Steering Committee and SMADC staff and have good knowledge of regional and statewide agricultural/livestock resources, specialists, agencies, institutions. Experience with grant writing and management. Competent writing and computer skills (word, excel, adobe) and adept at administering social media platforms (Facebook, Twitter, Instagram, etc.).

Qualifications: a degree and/or relevant experience (livestock, marketing, business) commensurate with the skills outlined in the job description.

Conditions of employment: the position is based at the TCCSMD/SMADC office in Hughesville, Maryland. Daily access to a vehicle, clean driving record, clean background check, ability to work occasional evenings and weekends as needed. The position is full-time (35 hours per week); salary range \$41,358 - \$46,098 and benefits, with an initial review after 90 days. The SMM Marketing and Livestock specialist reports to SMADC Director and the-Southern Maryland Meats Steering Committee.

To apply: Send cover letter, resume, writing samples and three letters of reference to:

By email to: info@tccsmd.org

Or mail to: Tri-County Council for Southern Maryland, P.O. Box 745, Hughesville, MD 20637

The Tri-County Council for Southern Maryland is an Equal Opportunity Employer