



Director of Nutrition and Retail

Iowa Beef Industry Council

Iowa Beef Industry Council (IBIC) staff works independently and/or as a team to promote beef and beef products with the express intent of improving beef's competitive position and stimulating demand for beef.

Title: Director of Nutrition & Retail

FLSA Status: Exempt

Reports To: Executive Director

Location: 2055 Ironwood Ct. Ames, IA 50014

Please send resume and cover letter to IBIC Executive Director, Mike Anderson, at mike@iabeef.org.

PURPOSE OF POSITION

Under the direction of the Executive Director, the Director of Nutrition & Retail represents the state beef council in all aspects involving nutrition; coordinates and implements beef nutrition programs to health professionals, consumers and youth, coaches, media, retail, and food service sectors; acts as a liaison with health organizations, associations, retail promotion partners; and delivers nutrition and culinary information through various channels.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Act as a spokesperson for the beef industry; make public presentations; perform interviews (television, print, and radio); and answer consumer, health professional, and media inquiries related to nutrition.
- Write a quarterly nutrition-focused newsletter for health influencers.
- Represent IBIC and act as liaison with different health and nutrition organizations, associations, and retail promotion partners.
- Conduct specialized presentations and nutritional educational programs for health/nutrition professionals, coaches, educators, retail, and foodservice groups
- Develop partnerships with health professional organizations
- Educate chefs and culinary professionals, educators on beef cuts, beef flavor factors, nutritional information, food safety, beef's production story, and beef's menu power.
- Serve as IBIC culinary and cookery point of contact.
- Ensure proper state implementation of national advertising, health influencers, consumer and youth education, food communication, and public relations programs.
- Execute, market, and occasionally develop nutrition education materials for health influencers, food and nutrition, nursing, and medical curricula, public health personnel,



registered dietitians, dietetic interns, school foodservice personnel, nurses, physicians and coaches.

- Stay abreast of current nutrition issues and trends.
- Position requires some travel, including overnight travel for events during the week and on weekends.

SUPERVISORY RESPONSIBILITIES

This is not a supervisory position.

QUALIFICATIONS

- **EDUCATION and/or EXPERIENCE:** Four-year degree in Foods and Nutrition, Food Science, Dietetics, Clinical Nutrition, or related field; experience in health care, marketing, advertising, or public relations; or an equivalent combination of education and experience. Master's degree preferred but not required.
- **LANGUAGE ABILITY:** Ability to read and comprehend instructions, correspondence, and memos. Ability to write correspondence and other complex documents. Ability to effectively present information in one-on-one and group situations to employees and other audiences connected to the beef industry. Exceptional verbal and written communications skills in the English language are required.
- **MATHEMATICAL SKILLS:** Must have sufficient numerical reasoning capacity to understand organizational budgets and similar financial information as well as nutrition and other scientific data.
- **COGNITIVE DEMANDS:** Ability to apply reasoning to complex situations to find creative solutions. Ability to deal with problems involving numerous variables and stakeholders.
- **COMPUTER SKILLS:** Experience using Microsoft Office products, especially Word, PowerPoint, and Excel. General computer literacy.
- **PHYSICAL DEMANDS:** Ability to move around various environments with or without assistance, including offices, farms, meat processing facilities, airports, hotels, and conference facilities. Ability to drive a car with or without assistance. Typical physical abilities required of office work including sitting at a desk, occasional lifting, etc.
- **ENVIRONMENTAL ADAPTABILITY:** The typical environment for this position is the IBIC office in Ames, Iowa, but travel to other locations, including the state of Iowa, national and international travel, is required. Must be able to adapt to a number of locations and environments, including agricultural environments.
- **COMPENSATION:** Salary will be based on experience.

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Iowa Beef Industry Council is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act and/or applicable state regulations, Iowa Beef Industry Council will provide reasonable accommodations to qualified individuals with disabilities and encourages prospective employees and incumbents to discuss potential accommodations with Iowa Beef Industry Council.