

Hereford Publications Inc.

Editor

Job Description

The *Hereford World* (HW) magazine is the communication link between the American Hereford Association (AHA) and its members. The editor oversees the editorial content and layout of the HW, glossy and tabloid.

Duties:

1. Maintain an informative, relevant, editorial calendar for the membership to be submitted on or before summer AHA Board Meeting.
2. Maintain the HW as the communication voice of the association.
3. Research, develop and write articles for the HW.
4. Develop a library of editorial material to be used on an as-needed-basis for the HW.
5. Collect, format and edit content for the magazine and give to editorial assistant/designer to be laid out. Then edit in layout and give final approval to designer before monthly deadline.
6. Establish editorial contracts with freelance writers and proofreader. Maintain annual budget for these contracts. The contracts need to have contact information and be filed with the Chief Financial Officer at AHA.
7. For each issue create and maintain an editorial paging spreadsheet. Obtain advertising page count from HW Ad Coordinator and based on previous year percentage figure size of magazine and how much editorial needed. Propose options to Production Manager who will approve size prior to paging. On paging day work with Ad Coordinator, Production Manager and when available General Manager to page the magazine.
8. Assist the Director of Communications and Public Relations Manager in writing the Annual Report for distribution at annual AHA meeting that is also printed in the November HW. Work with the AHA Communication Director to develop theme and direction for report so that it ties to year-end press release, year-end video and Annual Meeting materials.
9. Work with editorial assistant and other HW staff in acquiring material and producing the Hereford Handbook printed in the July HW.
10. Develop a photo library for use as covers, editorial pieces, AHA breed promotion (ads, brochures, newsletters, website), etc.
11. Oversee the reporting of sales, shows, tours and breed events in the HW.
12. Edit sale reports (checking names and cities/states not verifiable on system) and maintain yearly/fiscal year sales spreadsheet to utilize for fiscal year-end reporting and actual year-end reporting.
13. Compile, write and edit From the Field article for the HW.
14. Edit and format CHB Bites article for the HW.
15. Cooperate with Director of Communications and provide news release topics and ideas. Also work together to fill requests for Hereford-focused items for other publications.

Report Relationship:

- This position reports directly to the general manager and production manager of HPI.

Travel Requirements:

- This position will travel and report on the following: National Western Stock Show, Junior National Hereford Expo, American Royal, Ag Media Summit and Special project assignments as needed.

Requirements:

- High level of organization
- Strong attention to detail and work ethic
- Ability to multi-task
- Ability to meet deadlines
- Able to perform under pressure
- Good interpersonal skills
- Minimum three to five years of publication management, writing, editing or related experience with a minimum of a BS degree in the area of production agriculture, animal science or agricultural journalism.
- Working knowledge of Microsoft Office particularly MS Word, MS Excel, Internet Explorer and/or Outlook Express or Entourage
- Working knowledge of Macintosh computers, particularly OS X
- Working knowledge of Creative Suite particularly InDesign and Photoshop
- Work location, American Hereford Association office

Interested in this position, please send resume and a minimum of three writing samples and three references to:

Caryn Vaught
Production Manager
Hereford Publications Inc.
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