

U.S. Targhee Sheep Association Public Relations and Promotion Position

Position Description:

The principal purpose of this position is to promote the Targhee Association members and activities online through social platforms, gather information for Targhee Talks and prepare sale information at the yearly national show and sale.

This job can mostly be conducted remotely, apart from being in-person for the duration of the National Show and Sale (around three days a year).

Payments for Service:

By calendar quarter

Duties of the social media and promotion position holder:

1. Targhee Talks
 - a. Five (5) Targhee Talks (the newsletter of the USTSA) will be created and distributed to the membership by the dates listed below:
 - i. Winter (Feb 1)
 - ii. Spring (Apr 15)
 - iii. Show and Sale Edition (June 1)
 - iv. Sale Results (August 15)
 - v. Fall (October 1)
 - b. Items to be included, but not limited to
 - i. Photos from the association
 - ii. Member Biographies
 - iii. National Consignments
 - iv. Sale Reports
 - v. NSIP Corner
 - vi. Important Industry News
 - vii. More topics can be found on previous Targhee Talks archived on the website at www.ustargheesheep.org
2. National Show and Sale
 - a. A national show and sale catalog will be published electronically and in print at least three (3) weeks before the start of the National Show
 - b. Working closely with the secretary and sale committee chair prior to the show and sale to create a catalog, publish and promote sale order (after the conclusion of the National Open Show), and advertising.
 - c. Sending out press releases to various media at the prior to and at the conclusion of the National Show and Sale
3. Social Media
 - a. Creation of original material routinely that activates social media audiences.
 - b. Education of the Targhee breed
 - i. Focus on the dual-purpose aspects (Meat & Wool)
 - c. Responsible for maintaining nationwide press files and sending out news releases when newsworthy items occur.

4. Website

- a. Keeping the website up-to-date with current Targhee Talks, board of directors, and other pertinent information

Skills Required

- Competency in word processing, publishing programs (Adobe InDesign or Canva), internet use and familiarity with emailing
- Individual must be self-motivated and enthusiastic about promoting the Targhee Breed.

Skills Preferred

- Being able to take good pictures and conduct minor editing (Adobe LightRoom)

Interested parties should email a cover letter, resume and references to Dylan Laverell via email at laverell.dylan@gmail.com. For questions, please contact Dylan at (406) 930-0216.