



## Job Description - WV Branded Beef Marketing Specialist

West Virginia Cattlemen's Association (WVCA) and Buzz Foods/Appalachian Abattoir (Buzz) are partnering together to create a West Virginia locally grown ground beef program. This joint venture will provide an increased revenue stream for market cows to WV producers and fill the need for locally sourced beef that has been in demand for many years. Buzz will process the cattle, package the beef, handle the distribution to customers in the mid-Atlantic region and pay the producers for their cattle. WVCA's responsibilities will include procuring the market cows, ensuring all quality standards are met, maintaining a consistent weekly pipeline of animals for the program, and assisting with marketing activities.

WVCA has an open position for Beef Cattle Procurement Specialist whose duties will include but are not limited to:

- Inform WV cattle producers about the program and what is required to participate
- Secure and process applications from qualified producers so we build a robust list of approved producers from around the state of WV
- Communicate with Buzz on the weekly demand for cows
- Coordinate the collection points and delivery of cattle to the Buzz facility in Charleston WV.
- Communicate thoroughly with producers, ensure proper identification of animals, and take ownership of 100% fulfillment of weekly orders from Buzz.
- Field questions from producers and help explain payment, carcass weight, etc of how the program works for producers
- Assist Buzz/AA sales and marketing team with events to support the program around the area
- Limited amounts of farm visits with producers to verify compliance with program requirements

There will be in-state travel required that will vary, but most of the responsibilities will be over the phone and through digital communication. Compensation will be commensurate with experience and qualifications. This position may be filled with one full time position or multiple part-time positions in different parts of the state working together.

Requirements for position:

- 5+ years of experience in the beef cattle business
- Personal network within the WV beef industry
- Strong interpersonal communication skills
- Well organized and detail oriented
- Capable of utilizing Microsoft Office programs – Word, Excel, Powerpoint, Outlook
- Valid WV state drivers license

Preferred for position:

- Experience in live cattle procurement
- B.S. Degree in Ag-business or related field
- Centrally located in the state

Please submit your resumes to Jessie Pennell and Neil Bumgarner at [jessiep@wvfarm.org](mailto:jessiep@wvfarm.org) and [neil.bumgarner@ridleyinc.com](mailto:neil.bumgarner@ridleyinc.com).

You can call Neil directly with questions at 304 615 9239.