



Minnesota Holstein Association

Job Description

Job Title: Executive Secretary
Type: Full-Time
Category: Home office/Travel

Salary or Hourly: Salary
Reports to: MHA Board of Directors

Major Function:

Reporting to the Board of Directors, the Executive Secretary will have overall strategic and operational responsibility for staff, programs, events and the execution of the mission of the Minnesota Holstein Association.

Major Duties & Responsibilities:

- Provide leadership in developing program, organization and financial plans with the Board of Directors and staff, and carry out plans and policies authorized by the board.
- Work with the staff, Finance Committee, and the board in preparing the yearly budget and ensure the organization operates within budget guidelines.
- Deliver monthly financial reports to the Finance Committee.
- Communicate with the Board of Directors to keep them fully informed on the condition of the organization and all important factors influencing it.
- Set budget and monitor financials. Duties include creating and mailing invoices, monitoring accounts receivables and accounts payable.
- Serve as the direct line to each committee, seek and build board involvement with strategic direction to execute all events and programs of the Junior and Adult Holstein Association while tracking the success of each.
- Serve as the official spokesperson for the Association to publicize the activities of the organization, its programs and goals to the membership and dairy industry.
- Establish sound working relationships with vendors, sponsors, members and other associations with an external presence.
- Deepen and refine all aspects of communications—from web presence to external relations with the goal of creating a stronger brand for the Minnesota Holstein Association.
- Hire, train and work with the intern
- Travel around the state of Minnesota, some nights and weekends required, to lead Association events and programs, attend annual member meetings and more.
- Maintain and update membership database to ensure accurate information is entered timely.
- Compile membership spreadsheets for the National Holstein Association and complete necessary membership reports as needed. This includes sending routine membership reports to each club within Minnesota Holstein Association.
- Provide excellent customer service to members by answering questions, filling requests and mailing necessary materials such as monthly mailing lists in a timely manner.



Minnesota Holstein Association

- Assist in event planning of conventions, shows, meetings, all of which may involve travel and attendance at after-hours functions in order to assist the staff for set-up and tear down at events.
- Maintain office manuals, files and documents as well as archival documentation.
- Identify sales prospects for each publication and solicit ads through various methods, including but not limited to email, phone sales, personal contact at events and farm visits.
- Communicate with customers to coordinate info and photos for breeder ads. Format editorial pages, photos and commercial advertising in order to complete magazine layout for print.
- Work with WHA staff to submit Minnesota Holstein's publication pieces for the MidWest Holstein News, by the determined print date set by WHA staff.
- Determine most cost-effective layout for each issue and communicate with printer to set printing schedule.
- Write follow-up articles for Minnesota Holstein events when needed for publication in the News, on the website or social media.
- Write articles and additional content for monthly magazine as needed.
- Create, develop and manage editorial and design content for the Minnesota Holstein website www.mnholstein.com as needed as well as Facebook and Twitter.
- Write press releases and respond to media requests for images and articles.
- Work with external vendors, sponsors and members as it pertains to print production for sales collateral, print ads, signage, online banners and more.
- Notify all advertisers of the advertising deadline and editorial copy people of the editorial deadline for each issue.
- Prepare all material (editorial and advertisements) and submit to the printer in "camera ready", setting it up to be as cost-effective as possible for the printer.
- Assist those advertisers requesting help preparing their advertisements.
- Respond to MN Holstein members, board members and other affiliates via phone and email in a prompt manner.

Preferred Knowledge:

- Excellent communication skills, organization and time-management practices.
- Strong oral and written communications skills with experience interacting with members or customers directly.
- Ability to handle multiple tasks at one time with strong prioritization skills
- Excellent financial management and budgeting skills
- Ability to work with a diverse group of people
- Demonstrate process management skills with the ability to look for process improvements
- Good analytical and decision-making skills
- Strong knowledge of PC operating systems and publishing programs
- Flexibility to adapt to deadlines and is a self-starter once briefed on a project
- Individual must be creative, detailed oriented, quality focused and work well in a team environment.