

### **Southeast Regional Director of Nutrition (KY & TN)**

**Director of Nutrition** - This full-time position is responsible for the coordination of a multi-state beef nutrition network program and an extension of nationally developed beef nutrition programs to health influencers and consumers. The Director of Nutrition will report to the Executive Vice President and Chief Operating Officer.

#### **Responsibilities:**

- Serve as directed to represent the Tennessee Beef Council and Kentucky Beef Council in all aspects involving nutrition, including consumer, health influencer, youth education, food preparation, school foodservice and media.
- Act as a spokesperson on nutrition, health, and issues management as they relate to beef.
- Establish or maintain communication and partnerships with key health and nutrition professionals in the region.
- Rollout, market and occasionally develop nutrition education materials for health influencers; foods and nutrition, nursing, and medical curriculum majors; public health personnel; registered dietitians; nurses, physicians, and youth.
- Coordinate professional meeting opportunities and share educational information with groups like Nutrition and Dietetic organizations, Pediatric / Sports Nutrition professionals, Family & Consumer agents, and health influencers, etc.
- Make public presentations; perform interviews (television, print and radio); and answer consumer, health influencer and media inquiries about beef's role in a healthy diet. Write monthly nutrition-focused newsletters for health influencers, school foodservice, athletic directors, and educators.
- Consult with the National Cattlemens Beef Association health professionals and other health professional organizations regarding accurate beef nutrition information and programs for state use.
- Stay abreast of current nutrition issues and trends.
- Provide state beef councils with updates/board presentations as needed.
- Position will require travel, including overnight travel for events during the week and weekends.

**Qualifications:** Must be a Registered Dietitian (licensed in KY and TN), experience beneficial. Advantages: master's degree and experience in dietetics, education, marketing, retail, foodservice, and clinical areas. Must be able to work with volunteers and professionally interact with the public. Having general knowledge of the beef industry is beneficial, but not essential. Excellent writing and editing skills, proficiency in public speaking and knowledge of general communications activities is required. Must be a "team player", a "can do" person, easy to work with and have a dedication to get the job done. Must be self-disciplined, flexible, possess problem solving capabilities and display an aptitude for detail.

**Position Location:** Director of Nutrition to be housed in KY Beef Council office in Lexington, KY with travel to TN.

**Application:** Send a resume and cover letter to:

Carey Brown

Kentucky Beef Council

176 Pasadena Drive, Suite 4

Lexington, KY 40503

Questions may be directed to Carey Brown at [cbrown@kycattle.org](mailto:cbrown@kycattle.org)