

## Director of Rodeo Programs

The Southeastern Livestock Exposition (SLE) is seeking to find an individual whose primary role will be planning and coordination of the annual SLE Rodeo. This person would be the key contact and organizer of the event. He or she will also develop relationships with other rodeo entities in the state to enhance the footprint of the SLE. The position is located in the headquarter building of the Alabama Cattlemen's Association (ACA) in downtown Montgomery, Alabama. The qualified individual reports to the Executive Director of the SLE and ACA.

### *Duties include:*

- All planning and coordination of the SLE Rodeo including facility contracts, stock contractor, event management, media buys, ticketing, sponsors, and other event details
- Coordinating ticket sales with rodeo venue
- Seeking out and obtaining sponsors for event
- Assist Executive Director with management of membership, committees, meetings and board of the SLE
- Generate media plan for rodeo event
- Work with ACA staff for social media and support events during the rodeo.
- Work with HS Rodeo Association, collegiate rodeo teams and other rodeo events in the state.
- Provide assistance to any county cattlemen's association interested in starting or enhancing a rodeo locally
- Assist with cattlemen's activities as needed throughout the year as deemed by the Executive Director

### *Qualifications:*

- Minimum 2-year degree in business, agriculture, marketing or related fields
- Knowledgeable about rodeo events through past participation or experience planning a rodeo
- Proven at event planning and marketing
- Sales experience a plus
- Comfortable in front of a camera or on radio for media interviews about the event
- Self-starter who is outgoing and eager to promote the rodeo and cattle industry
- Team player

This position requires some night and weekend work as well as travel. Salary and benefits are commensurate with abilities and experience.

Please send resumes and qualifications to the Alabama Cattlemen's Association Attn: Erin Beasley 201 S. Bainbridge St. Montgomery, AL 36104 or email to Erin Beasley at [ebeasley@bamabeef.org](mailto:ebeasley@bamabeef.org).