PTP EVENTS & MEMBER OUTREACH COORDINATOR

The American Simmental Association (ASA) is seeking an organized, motivated, and personable individual to coordinate its Progress Through Performance (PTP) show program, grow advertising sales, and represent ASA at livestock shows and industry events across the country.

This position combines livestock show coordination, advertising sales, and member outreach, while also supporting American Junior Simmental Association (AJSA) events. The ideal candidate will have a strong understanding of the beef cattle industry, excellent organizational skills, and an interest in building relationships with breeders and industry partners.

POSITION DETAILS

EMPLOYMENT
Full-time, benefits-eligible

LOCATION
Remote

REPORTS TO
Youth Programs and Publications leadership, with responsibilities shared across both departments

TRAVEL
Frequent travel, particularly during spring and summer shows; evening and weekend work at scheduled events

KEY RESPONSIBILITIES

PTP Show & Event Coordination

- Coordinate ASA's six major PTP shows, working with show management, exhibitors, and ASA staff.
- Manage entries, show programs, check-in procedures, class organization, and exhibitor communications.
- Maintain PTP guidelines, premium book information, and program requirements.
- Coordinate show results, awards, Ring of Champions standings, and other recognition programs.
- Develop and maintain standardized procedures to improve the consistency and efficiency of show operations.

AJSA National & Regional Classics

- Assist with planning and executing the AJSA National Classic and Regional Classics.
- Coordinate entries, show programs, contest materials, scoring, and results reporting.
- Assist with event logistics, awards ceremonies, and exhibitor communications.
- Work closely with AJSA staff and volunteers to provide a positive experience for junior members and their families.

Advertising Sales & Member Outreach

- Actively promote and sell advertising in ASA Publications, including The Register and SimTalk, as well as available digital advertising opportunities.
- Develop new advertising accounts and maintain relationships with existing advertisers through consistent outreach to breeders, livestock operations, and allied industry businesses.

- Coordinate advertising proposals, renewals, commitments, and deadlines while maintaining accurate sales records and following up with prospective advertisers.
- Work with Publications management to establish advertising sales goals and contribute to revenue growth.
- Work with the Publications team to ensure advertising commitments are accurately communicated and carried through production and publication.
- Build and maintain relationships with ASA members and industry partners through regular communication and scheduled travel.
- Promote ASA programs and advertising opportunities while engaging with breeders and producers to encourage increased participation in Association programs.
- Serve as a resource for members by addressing questions, connecting them with appropriate ASA staff, and gathering feedback to better understand membership needs.

QUALIFICATIONS

- Strong knowledge of the beef cattle industry, particularly seedstock production and livestock shows.
- Excellent communication, organizational, and interpersonal skills.
- Ability to develop customer relationships, pursue advertising sales, and follow up with prospective clients.
- Ability to work independently in a remote environment while collaborating with multiple departments.
- Strong attention to detail and ability to manage competing priorities and deadlines.
- Proficiency with common office applications and willingness to learn event-management and advertising systems.
- Bachelor's degree in Animal Science, Agricultural Business, Communications, Marketing, or a related field preferred; relevant experience will also be considered.
- Experience in livestock show management, advertising sales, marketing, or agricultural organizations preferred.

WHY JOIN ASA?

- Full-time, remote position with employee benefits.
- Opportunity to work directly with leading beef cattle producers and industry organizations.
- Active involvement in nationally recognized livestock shows and youth programs.
- A diverse role combining event management, member relations, and business development.
- Opportunity to contribute to the continued growth of ASA and the Simmental industry.

HOW TO APPLY

Interested candidates should submit a resume and cover letter to mbayer@simmgene.com. Review of applications will begin on December 14, 2026. Applications will continue to be accepted until the position is filled.