



DGA Innovations Graze Sales & Business Manager

DGA Vision

Transforming the world through regenerative grazing.

DGA Mission

Catalyzing the development of and support for a vibrant managed grazing dairy sector.

Organization Summary

DGA is the industry leader in managed grazing dairy production and committed to the research and on-the-ground technical service to prove out the eco-system service value that grazing dairies provide. Our work in this area will show how managed grazing dairies benefit the environment and design a standard for our farmers to realize that benefit in the marketplace.

DGA will continue to be a federally registered National Apprenticeship in managed grazing dairy production. The Apprenticeship program consists of 4000 hours over two years: 3700 hours of paid fulltime work-based training under an approved Mentor Dairy Grazier and 300 hours of related instruction through our Managed Grazing Innovation Center (MGIC).

DGA has over 200 approved Mentor Dairy Graziers in 15 states: Iowa, Illinois, Maine, Massachusetts, Michigan, Missouri, Minnesota, New Jersey, New Hampshire, New York, Ohio, Oregon, Pennsylvania, Vermont, and Wisconsin.

Position Overview

Reporting to the Director of Operations, this part-time position as the **Graze Sales & Business Manager** will play a crucial role in overseeing and managing the business aspects of Graze Magazine, including expanding the online presence of the publication. In coordination with the Graze Managing Editor, this position will handle the business, advertising and financial aspects to ensure the publication's success. The Graze Sales & Business Manager will oversee coordination among different tasks including advertising, bookkeeping, circulation, website development.

Principal Duties and Responsibilities

Financial Management/Bookkeeping

- Budgeting and financial planning for the publication.
- Monitoring and managing expenses to ensure cost-effectiveness.
- Revenue generation through advertising, subscriptions, or other sources.
- Managing the day-to-day bookkeeping (invoicing, payments, record-keeping) for the publication.

Advertising and Marketing

- Developing and implementing advertising and marketing strategies to attract advertisers and readers.
- Building and maintaining relationships with advertisers and sponsors.
- Analyzing market trends to identify opportunities for growth.
- Selling ads and managing advertising accounts including communicating about ad deadlines and payments.
- Assistance with ad design.
- Managing the day-to-day bookkeeping (invoicing for ads/recording payments for ads, subscriptions, renewals, back issue orders, etc.) for the publication.

Distribution and Circulation

- Managing distribution channels to ensure the timely delivery of the publication.
- Developing circulation strategies to increase readership and subscription base.

- Working with the printer and the post office to ensure timely printing/ mailing of the publication.

Business Development

- Identifying new business opportunities and partnerships.
- Expanding the publication's reach through collaborations or new distribution channels.

Technology and Digital Strategy

- Staying updated on technological trends in the publishing industry.
- Developing and implementing a digital strategy to enhance the publication's online presence.

Legal and Compliance

- Ensuring the publication complies with legal and regulatory requirements.
- Handling contracts, copyright issues, and other legal matters related to the publication.

Audience Engagement

- Understanding the target audience and working with the managing editor to develop content concepts and strategies to engage them.
- Monitoring reader feedback and adjusting strategies accordingly.

The Graze Sales & Business Manager plays a crucial role in the success and sustainability of the publication by balancing business goals with editorial integrity and audience satisfaction. This will require a combination of business acumen, leadership skills, and industry knowledge to excel in this role.

Education and Experience

- Bachelor's degree in business administration, Marketing, Communications, Journalism, or a related discipline.

Publishing Industry Experience

- Previous experience in the publishing industry is highly beneficial. Including prior work for a magazine, newspaper, online publication, or other media outlets.

Management Experience

- Experience in a managerial or leadership role such as team leader, department manager, or other supervisory positions.

Advertising and Marketing Experience

- Experience in advertising and marketing including knowledge of effective advertising strategies and the ability to build and maintain relationships with advertisers.
- Experience with copywriting and proofreading.

Digital Media Experience

- Experience in digital publishing, online content strategies, and familiarity with digital marketing.

Agriculture Experience

- Experience in production agriculture and managed grazing systems.

Working Conditions

This job operates in a home office environment. Reliable access to the Internet is required. There is travel on assignment for meetings and events; setting up a booth may be required.

The salary range for this part-time position will be between \$40,000 - \$45,000 based on qualifications and experience. To determine salary, we use a salary calculation system which takes into consideration nontraditional backgrounds, lived

experience, community involvement, work experience, training, degrees, certifications, and more.

Performance Dimensions

Quality, accuracy, thoroughness, reliability, and timeliness of work performed. Effectiveness of communications and development of good working relationships. Diligent attention to issues of equity and ethics. Clarity, courtesy, and tact in interpersonal contacts. Maintenance of confidential business information. Professionalism in approach to work: positive attitude, team effort, commitment to personal improvement and doing a good job, loyalty to DGA, honesty and integrity.

This job description describes the general nature and level of work assigned to this position. It does not state or imply that these are the only duties and responsibilities assigned to the job. The employee may be required to perform other job-related duties as requested by their manager. All requirements are subject to change over time, and to possible modification to reasonably accommodate individuals with a disability.

Dairy Grazing Apprenticeship is an Equal Opportunity Employer. We value diverse perspectives among our staff. We work to create hiring processes that eliminate barriers to full and fair consideration. Candidates are assessed based on their potential to succeed in contributing to our mission and as a member of our team without regard to race, gender, disability, or other protected class. We encourage diverse candidates to apply.

Please send resume and cover letter to amy@dga-national.org.