



## TEXAS AND SOUTHWESTERN CATTLE RAISERS ASSOCIATION

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1301 W. SEVENTH ST. STE. 201, FORT WORTH, TEXAS 76102-2665 817-332-7064 FAX 817-332-6441

### **Position Announcement**

#### **Texas and Southwestern Cattle Raisers Association Communications Services Advertising Sales**

*The Cattleman* magazine, *TSCRA News Update* (electronic newsletter),  
thecattlemanmagazine.com

*The Cattleman* magazine, Fort Worth, Texas, the business journal of the Southwestern cattle industry, has an immediate opening for a sales professional with an interest in beef cattle and beef producers to serve a large territory, selling print and electronic advertising products.

With a circulation base of more than 19,000 readers in Texas and Oklahoma, *The Cattleman* has been continuously published since 1914 by the Texas and Southwestern Cattle Raisers Association.

Staff members work in a strong team environment to produce 12 monthly issues and maintain an active electronic media presence via thecattlemanmagazine.com, social media channels and e-newsletter.

This position requires advertising sales experience, with a proven record of maintaining existing clients, developing new clients and increasing sales. The successful candidate will provide examples of programs or techniques he or she has used to increase sales, and will provide examples of how he or she has successfully functioned with a team to accomplish sales goals.

The sales professional will be provided an existing base of more than 600 clients and will be expected to cultivate new print and digital advertising clients.

This position requires attendance at major industry events and regular development visits with national and regional clients and their advertising agencies.

The successful candidate will be independent, self-disciplined and inquisitive, with an interest in other people, the ability to see tasks through to completion, ability to meet deadlines, and the desire to be part of a team.

**Other requirements:**

- Knowledge of Microsoft Office programs (Word, Outlook, Excel)
- Ability to learn and use specialized client database software
- Knowledge of the ranching industry in Texas and Oklahoma is preferable
- Experience with commercial ranch-related advertising sales a plus

**Compensation:**

Compensation includes salary and commission, health benefits and 401(k).

A detailed job description and list of benefits are available.

Please email cover letter and resume to Ellen H. Brisendine, TSCRA executive director, communications services/editor, *The Cattleman*, [ehbrisendine@tscra.org](mailto:ehbrisendine@tscra.org).

Texas and Southwestern Cattle Raisers Association

1301 W. Seventh Street, Ste. 201

Fort Worth, Texas 76102

800-242-7820

tscra.org

thecattlemanmagazine.com

tscrainsurance.com