

## Job Description

POSITION HIGHLIGHTS	
<b>TITLE</b>	American Honey Queen & American Honey Princess
<b>ORGANIZATION</b>	American Beekeeping Federation
<b>REPORTS TO</b>	American Honey Queen Program Chairperson
<b>POSITION DURATION</b>	January 2024 – January 2025

### SUMMARY

The American Honey Queen and Princess serve as National spokespeople for the honey and beekeeping industry on behalf of the American Beekeeping Federation. Advocating for the consumption of honey and the importance of the honeybee to agriculture is the primary objective of this role. These positions travel extensively across the United States promoting through a range of venues such as schools, civic organizations, fairs, festivals, and farmers markets to educate the public on the importance of honeybees and beekeeping. These positions are responsible to drive media awareness through interviews on a variety of platforms including radio, television, podcasts, newspaper, and social media. These positions develop timely, relevant content for social media to further expand consumer awareness. These spokespeople advocate for the industry within legislative and government meetings.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

May include the following (other duties may be assigned):

- Actively participate in program, industry, and media training as well as work sessions to prepare for the role and execute program objectives
- Conduct media interviews through newspaper, radio, and television
- Promote the industry through major public events such as fairs, festivals and farmers markets and work in a variety of roles such as original, creative presentations, product demonstrations, marketing and selling honey and hive products, and supporting local beekeepers
- Educate students of all ages (elementary through college) through in-person and virtual presentations
- Present to Civic Organizations (Rotary Clubs, Lions Clubs, Kiwanis Clubs, 4-H Clubs, Girl/Boy Scouts, FFA Chapters, etc)
- Create unique content for professional social media channels including Facebook, YouTube and Blog posts
- Deliver product and cooking demonstrations
- Actively participate in beekeeping meetings to promote the American Queen Program and how beekeepers can utilize it to promote their beekeeping/honey businesses
- Participate in industry tours, field sessions, and other industry developmental opportunities with local beekeepers throughout the United States
- Write a quarterly article for the American Beekeeping Federation Newsletter

- Maintain business documentation (promotional log, expense reports, evaluations, etc)
- Attend the American Beekeeping Federation annual convention in January to support organization fundraisers, report on promotional impact and represent the organization as requested

### **QUALIFICATIONS**

A successful applicant will be a woman at least 18 years old as of January 1, 2024, and no older than 25 as of January 1, 2024.

### **EDUCATION and/or EXPERIENCE**

Candidates must have a High School Diploma or equivalent. It is acceptable to be enrolled in college or hold another job, but significant travel and promotional time is required and must be considered a priority. Promotional, marketing, and/or communication experience is preferred. This position requires strong organizational skills, the ability to prioritize, and adherence to deadlines.

### **CERTIFICATES, LICENSES, REGISTRATIONS**

Valid Driver's License

### **TRAVEL**

Applicants must be prepared to travel domestically 150-200 days per year with the busiest travel time being July-November. The majority of travel will be by air and car. Lodging will be provided by local promotional hosts and may be in family homes, hotels, dormitories, etc. Travel arrangements and expenses will be covered by the American Beekeeping Federation.