

## **Wisconsin Honey Producers Association**

**Position Title:** 2020 Wisconsin Honey Queen

**Reports To:** Wisconsin Honey Queen Committee

### **SUMMARY**

The purpose of the Wisconsin Honey Queen is to serve in a professional capacity as a spokesperson for the Wisconsin Honey Producers Association and the beekeeping industry in the state of Wisconsin. The Wisconsin Honey Queen speaks in a wide range of venues throughout the year, including, but not limited to, schools, civic organizations, fairs, festivals and farmers markets to teach the public on the importance of honeybees and beekeeping. The Wisconsin Honey Queen also works closely with the media, reaching consumers through interviews with radio, newspaper, and television outlets. In addition, the Wisconsin Honey Queen maintains a professional Facebook page to further promote and teach about the industry. In the process of educating and speaking, the Wisconsin Honey Queen promotes honey as a wholesome and useful product. No prior experience in the beekeeping industry is required in this role, as the chosen applicant will go through a variety of training sessions.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

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

- Teach students in elementary, middle, and high schools by giving presentations about the importance of honeybees and beekeeping
- Present to civic organizations such, Rotary Clubs, Lions Clubs, Girl/Boy Scouts, Kiwanis Clubs, 4-H, and a variety of other groups about the beekeeping/honey industry
- Promote the beekeeping and honey industry by attending fairs, festivals and farmers markets and work in a variety of roles, such as selling honey and giving presentations to the public
- Be an active participant and promoter for the Wisconsin Honey Producers Association at the Wisconsin State Fair
- Promote the beekeeping and honey industry through the use of the Wisconsin Honey Queen Facebook page
- Participate in media interviews through different outlets, including newspaper, radio, and television
- Promote the versatility of honey through product demonstrations
- Attend industry-related meetings throughout the state to promote the Wisconsin Honey Queen Program and update industry members about promotional opportunities for their businesses
- Attend training sessions as required by employer
- Stay updated on important industry information and current events to be well prepared when answering questions
- Write a monthly article for the Wisconsin Honey Producers Association publication
- Complete other administrative duties, such as completing promotion/activity logs and portfolio, monthly expense reports, and evaluation reports
- Attend the Wisconsin Honey Producers Association summer meeting and fall annual conference, giving work updates and assisting with conference activities

## **QUALIFICATIONS**

A successful applicant will be a woman at least 18 years old as of January 1, 2020 and no older than 24 as of January 1, 2020. She must be single and hold no other title.

Applicants must be able to perform each essential duty satisfactorily.

Applicants must be a Wisconsin resident or be attending school in Wisconsin.

A successful applicant must have a valid driver's license and have the ability to travel independently and be available for weekend or evening events, as may be necessary.

No prior experience in the beekeeping industry is required in this role, as the chosen applicant will go through a variety of training sessions.

## **EDUCATION and/or EXPERIENCE**

Candidates must have their high school diploma or equivalent. It is acceptable to be enrolled in college or other degree programs and hold another job.

Having some experience in Microsoft Word, Excel, and PowerPoint is preferred, but not required. Candidate must be willing to work with Facebook platform.

## **CERTIFICATES, LICENSES, REGISTRATIONS**

Valid Driver's License