

Job Description Midwest Dairy

Job Title: Manager, Demand

Department: Business Unit

Reports To: Vice President, Business Unit Operations or Director

Date: May 2021

Purpose: Responsible for increasing dairy sales and increasing consumer trust in dairy sustainability and nutrition through grocery and convenience store partnerships. This includes working with and through partners by developing, implementing, and evaluating strategic shelf initiatives and shopper marketing programs in the retail grocery and convenience store channels.

KEY RESULT AREAS:

A.	Lead, plan and implement priorities identified in Midwest Dairy's strategic plan through partner relationships in grocery and convenience store channels to increase dairy sales and grow trust for dairy in assigned territory.	85%
	<ol style="list-style-type: none"> 1. Increase incremental dairy sales through implementation of strategic shelf initiatives and shopper marketing programs with partners. 2. Develop new business opportunities through cold calling, networking and following up on warm leads to increase dairy sales. 3. Gain understanding of partner needs, identify dairy solutions and provide resources 4. Manage opportunities and analyze metrics and outcomes on all implemented programs. 5. Monitor consumer and industry issues and trends. Seek opportunities to influence. Act to distribute resources as needed. and share dairy consumer insights. 6. Maintain customer relationship management database with up to date partner information and project management information. 	<p>*</p> <p>*</p> <p>*</p>
B.	Collaborate with business unit staff and strategic departments to identify effective demand integration opportunities and maintain trust for dairy.	10%
	<ol style="list-style-type: none"> 1. Collaborate, advise and support business unit staff working with key partners to position Midwest Dairy as the dairy industry consultant and expert, and to build and leverage win-win partnerships. 2. Contribute information, develop presentations, attend and present at identified Midwest Dairy board, staff, industry meetings, events and farm tours as requested. 3. Assist with response for dairy related issues and participation in crisis preparedness efforts. 	<p>*</p> <p>*</p> <p>*</p>
C.	Participate in strategic plan development, budget process and project evaluations of the business unit. Continually evaluate results and offer input on strategies.	5%
	<ol style="list-style-type: none"> 1. Collaborate with an interdisciplinary team to build a comprehensive local action plan aligned with strategy. 2. Assist in the development and management of budgets to assure effective use of financial resources in implementation of business plan strategies. 3. Collaborate with Midwest Dairy strategic departments to evaluate results and offer input on strategies. 	<p>*</p> <p>*</p> <p>*</p>

	4. Contribute to team philosophy and team-driven communications programs for Midwest Dairy.	
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* Essential Functions are defined as those functions that an individual who holds or desires the position must be able to perform unaided or with reasonable accommodation. Functions may be considered essential if:

1. the position exists for performance of the function
2. a limited number of employees can perform the function, and it, therefore cannot be reassigned; or
3. the function is specialized and requires certain expertise to perform it.

JOB SPECIFICATIONS

Education and Experience

Bachelor's Degree in business or marketing and at least five years of progressive experience calling on retail grocery and convenience store decision makers or experience in consumer packaged goods sales management.

Knowledge, Skills and Abilities

Knowledge:

1. Knowledge or ability to learn business and marketing strategy development and implementation.
2. Knowledge or ability to learn the food industry, and food distribution system and processes.
3. Knowledge of marketing principles and techniques; ability to identify market and resources and communicate product advantages.
4. Knowledge of public relations, various media alternatives and promotional techniques to effectively convey intended messages to targeted audiences.
5. Knowledge of core business development principles.
6. Knowledge and familiarity in how business operations work and ability to understand, analyze and develop communication/business strategies.

Skills:

1. Requires excellent interpersonal skills to develop relationships with partners.
2. Proficiency with Microsoft Outlook, Word, Excel, PowerPoint, customer database (CRM) and general computer skills.
3. Skill of organizing and directing a work effort without direct authority or reporting lines and accomplishing a goal on time and within budget; ability to manage the efforts of outside vendors.
4. Skill of problem solving by determining and evaluating alternatives that would correct a situation.
5. Skill of project management, delivering against objectives, budget and time while effectively managing resources.

Abilities:

1. Ability to build relationships with potential and existing partners.
2. Ability to think creatively and generate unique ideas/concepts from one's own thought, research or experiences.
3. Ability to make decisions by selecting a course of action while considering appropriate variables.
4. Ability to collaborate with others to arrive at a conclusion utilizing compromise, persuasion, rationale, and diplomacy.
5. Ability to present both self and ideas, orally and in writing, using knowledge and the perspective of the audience so that they understand and accept the ideas/information as credible.
6. Ability to travel with an occasional overnight stay.
7. Ability to give attention to detail.
8. Ability to analyze data and utilize the data to understand driving forces in markets.

9. Ability to organize and complete duties independently to meet goals without direct supervision.
10. Ability to work in a team environment.

Physical Demands

While performing the responsibilities of the job, the employee is required to talk and hear. The employee is often required to sit and use their hands and finger, to handle or feel. The employee is occasionally required to stand, walk, reach with arms and hands, climb or balance, and to stoop and kneel. Vision abilities required by this job include close vision.

Work Environment

While performing the responsibilities of the job, these work environment characteristics are representative of the environment the job holder will encounter. Reasonable accommodations may be made to enable people with disabilities to perform the essential functions of the job. While performing the duties of this job, the employee is working in an office or home office environment. The noise level in the work environment is quiet to moderate.