

Job Description Midwest Dairy

Job Title: Manager, Farmer Relations and Marketing Communications

Department: Business Units

Reports to: Vice President, Business Unit Operations West

Date: October 2020

Purpose: Responsible for building consultative relationships with farmers and partners as well as developing dairy leaders within the business unit. This includes working with and through partners to reach consumers by developing, implementing and evaluating farmer relations and marketing communication strategies within the business plan. The manager is responsible for conducting consultative farm calls to share checkoff value engaging farmers with consumers to build trust in dairy.

KEY RESULT AREAS:

A.	Lead, plan and implement strategic priorities identified in the business plan through the management of partner relationships. Using expertise in farmer relations, drive engagement in priority programs to grow leaders, build support of checkoff, and reach consumers.	65%
	<ol style="list-style-type: none"> 1. Collaborate with interdisciplinary business unit members to develop and implement programs to achieve strategic priorities. 2. Conduct farm calls to communicate the value of checkoff to build advocates while promoting and leveraging resources and services available to farmers from Midwest Dairy. 3. Implement dairy leadership development opportunities within the business unit to achieve strategic initiatives. 4. Develop positive relationships, seek opportunities to influence, customize information and provide resources with partners to ensure strategic initiatives are met. 5. Ensure the up to date administration of farmer and non-farmer lists in the data base. 6. Monitor agriculture issues and trends. Act to distribute resources as needed; assist with response in dairy-related issues and to overall crisis preparedness efforts. 	<p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p>
B.	Lead, plan and implement Midwest Dairy strategic plan priorities of Dairy Experience and DMI Unified Business Plan (UBP), using expertise in marketing communications. Evaluate results and offer input on strategies.	20%
	<ol style="list-style-type: none"> 1. Develop positive relationships, seek opportunities to influence, and provide resources to partners, thought leaders and partner organizations. 2. Build and track relationships with dairy advocates to amplify for dairy to extend reach. Customize and package Midwest Dairy assets and provide counsel to partner audiences. 	<p style="text-align: center;">*</p> <p style="text-align: center;">*</p>

	3. Act as a media resource. Identify and prepare subject matter experts to serve as media spokespersons as needed. 4. Collaborates and serves as key liaison with Corporate Communications team related to providing business unit specific content and success story information for social outreach, farmer communications and website needs. Informs Corporate Communications of planned partner activations and writes copy and provides visual assets to be used on social media platforms. 5. Assists Corporate Communications in providing messaging and social media training for board leaders and other media spokespeople who participate in media outreach. 6. Recommends/selects and oversees work of outside vendors when external communications expertise or resources are needed for business unit priority strategic projects.	* * * * *
C.	Collaborate with business unit staff and strategic teams to identify effective farmer relations opportunities and maintain trust for dairy.	10%
	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, facilitate, 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.	* * *
D.	Participate in business plan development, budget process and project evaluations of the business unit. Continually evaluate results and offer input on strategies.	5%
	1. Collaborate with an interdisciplinary team to build a comprehensive local business plan aligned 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 teams to evaluate results and offer input on strategies. 4. Contribute to team philosophy and team-driven communication programs for Midwest Dairy.	* * *

* = 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 marketing communications, journalism, agriculture communications, dairy science, or business and a minimum of five years work experience in related fields or a combination of education and experience providing equivalent knowledge.

Knowledge, Skills and Abilities

Knowledge:

1. General knowledge of the dairy industry for application in relationships with industry; helpful not a requirement.
2. Knowledge of the history, mission, strategies, goals, and systems of the organization.
3. Knowledge of public relations and marketing approaches to effectively convey intended messages to targeted audiences.
4. Knowledge of issues management and crisis communications principles and guidelines.

Skills:

1. Skill of excellent interpersonal skills to develop relationships with partners and thought leaders.
2. Skill of organizing and directing the work effort of others without direct authority or reporting lines in a matrixed organization.
3. Skill of accomplishing a goal on time and within budget; and ability to manage the efforts of outside vendors.
4. Skill of project management, delivering against objectives, budget and time while effectively managing resources.
5. Skill in oral and written communications.
6. Skill in use of computer programs such as Microsoft Word, Excel, PowerPoint, Skype and database software.
7. Skill in operating video, audio and PowerPoint equipment to conduct presentations.
8. Skills in writing and editing for media in AP style and use of social media platforms.

Abilities:

1. Ability to think creatively and generate unique ideas/concepts from one's own thought, imagination or experiences.
2. Ability to make decisions by selecting a course of action while considering appropriate variables.
3. Ability to collaborate with others including program staff, board members and industry leaders to arrive at a conclusion utilizing compromise, persuasion, rationale, and diplomacy.
4. Ability to work cooperatively and collaboratively with a team of individuals to make the group successful and effective.
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 identify and establish program budgets for a given period of time by projecting needs and estimating expenses; ability to take corrective action when results differ significantly from plan.
7. Ability to seek out industry and consumer trends and other available information to develop tactics and programs that will effectively promote increased consumption of dairy products and positively enhance consumer understanding of dairy farm production practices.
8. Ability to give attention to detail.
9. Ability to educate and impart knowledge about the benefits and value of dairy farm production practices.
10. Ability to travel on a regular basis with occasional overnight stays.

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/home office environment. The noise level in the work environment is quiet to moderate.