

Job Description Midwest Dairy

Job Title: Manager, Wellness Programs and Communications

Department: Business Units

Reports to: Vice President, Business Unit Operations

Date: June 2021

PURPOSE: Responsible for building relationships with partners in assigned territory to drive trust and sales for dairy. This includes serving as a consultative partner with school district decision makers to optimize dairy sales through innovative programming in federal child nutrition programs while creating community advocates. The manager will build relationships with health professionals, organizations and thought leaders with an aim to engage on dairy's science-based contributions to health and sustainable nutrition.

KEY RESULT AREAS:

A.	Lead, plan and implement priorities identified in Midwest Dairy's strategic plan through partner relationships in K-12 school districts to increase dairy sales and grow trust for dairy in assigned territory.	40%
	<ol style="list-style-type: none"> 1. Increase incremental dairy sales through implementation of strategic sales, marketing, and menu development programs to provide K-12 youth with a positive dairy experience and drive catalytic impact by building relationships with school district decision makers. 2. Develop new business opportunities through relationship building and prospecting. 3. Gain understanding of partner needs, identify dairy opportunities and provide solutions to increase incremental dairy sales. 4. Manage opportunities and analyze metrics and outcomes on all implemented programs. 5. Monitor consumer and industry issues and trends. Share dairy consumers insights with partners. 6. Maintain CRM database with up to date partner and project management information. 	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>
B.	Lead, plan and implement priorities identified in Midwest Dairy's strategic plan through relationship building with sustainable nutrition thought leaders to increase dairy sales and trust in assigned territory.	30%
	<ol style="list-style-type: none"> 1. Develop positive relationships, seek opportunities to influence and build dairy advocates by engaging on the topic of sustainable nutrition with thought leaders and credentialed health professionals. 2. Manage opportunities and analyze metrics on all implemented programs and partnerships. 3. Promote sound science to support dairy's nutrient contributions in the Dietary Guidelines for Americans and other nutrition guidance systems. 4. 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. 5. Monitor nutrition issues and trends and act to distribute resources as needed. 6. Maintain CRM database with up to date partner and project management information. 	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>

C	Lead, plan and implement priorities identified in Midwest Dairy's strategic plan through partner relationships. Using expertise in marketing communications, drive engagement in priority programs to increase demand and trust for dairy.	20%
	<ol style="list-style-type: none"> 1. Supports and/or leads relationships as a communications consultant and resource for business unit specific key partners whose strategically aligned programs and projects include marketing communications elements. 2. Focuses efforts on the working with and through identified key partners to engage consumers by developing, customizing, writing and/or proofing consumer targeted marketing materials for partners. 3. 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. 4. Serves as lead contact for consumer facing media opportunities and messages. 5. Recommends/selects and oversees work of outside vendors when external communications expertise or resources are needed for business unit priority strategic projects 	
D.	Collaborate with business unit and strategic teams.	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 subject matter 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. Collaborate with an interdisciplinary team to build a comprehensive local business plan aligned with strategy. 4. Assist in the development and management of budgets to assure effective use of financial resources in implementation of business plan strategies. 5. Collaborate with Midwest Dairy strategic teams to evaluate results and offer input on strategies. 6. Assist with response for dairy related issues and participate in crisis preparedness efforts. 	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>

* = 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 nutrition, business or communications and a minimum of at least 5 years of work experience in related fields with health promotion, nutrition, or school foodservice.
- Experience in external partner relationship management and school meal programs is preferred.
- Registered dietitian nutritionist required and where required by state, licensed.

Knowledge, Skills and Abilities

Knowledge:

1. Knowledge of nutrition principles and guidelines established by government entities, including a strong business acumen for school meal programs.
2. General business processes and acumen to include financial and budget management; result evaluation, (i.e. ROI); and marketing principles.
3. General knowledge of the dairy industry, for application in relationships with industry; helpful but not required.
4. Knowledge of and ability to utilize personal computers and related software; required.

Skills:

1. Skill of organizing and directing the work effort of others without direct authority or reporting lines and accomplishing a goal on time and within budget.
2. Skill to work collaboratively with cross functional teams.
3. Skill of developing and maintaining positive relationships with internal and external customers.
4. Skill of project management, delivering against objectives, budget and time while effectively managing resources.

Abilities:

1. 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.
2. The ability to organize and complete duties independently to meet goals without direct supervision.
3. Ability to identify markets, opportunities and resources and communicate them.
4. Ability to work cooperatively and collaboratively with a team of individuals.
5. Ability to give attention to detail.
6. Ability to travel with occasional overnight stay.
7. Ability to think creatively and generate unique ideas/concepts from one's own thought, imagination or experiences.
8. Ability to analyze data and utilize the state to understand driving forces in markets.
9. Ability to make decisions by selecting a course of action while considering appropriate variables.
10. Ability to identify and establish program budgets for a given period of time by projecting needs and estimating expenses.
11. Ability to take corrective action when results differ significantly from plan.

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.