



**Job Description  
Midwest Dairy**

**Job Title:** Corporate Communications Manager

**Functional Team:** Corporate Communications

**Reports To:** Vice President, Corporate Communications

**Date:** March 2021

**Job Summary:** This position is responsible for developing, coordinating, implementing and evaluating Midwest Dairy's digital strategy to showcase Midwest Dairy's strategic plan successes with audiences of dairy farmers, boards, employees, peer organizations within the agricultural industry and partners. This position contributes to the Crisis and Issues Team, delivers employee information resources, and provides support to the general corporate communications needs of Midwest Dairy.

**Key Result Areas (Identify major areas of responsibility and develop primary key results for the position)**

<b>A</b>	<b>Lead oversight, content development and structure of MidwestDairy.com to align content to meet organizational needs.</b>	<b>45%</b>
	<ol style="list-style-type: none"> <li>1. Lead oversight of Midwest Dairy's website structure, functionality and content development to help meet organizational needs.</li> <li>2. Develop and execute website editorial plan and associated content creation, including Sustainability in Action series, to ensure relevant information and resources are included for dairy farmers and partners on the organization's website. .</li> <li>3. Collaborate with Corporate Communications team, to ensure checkoff value-related website content and partner resources are consistently update and outdated content is removed.</li> <li>4. Consult and collaborate with strategy groups and BU staff to generate website content showcasing checkoff value, partner resources and insights and strategic plan successes.</li> <li>5. Analyze and evaluate digital analytics and SEO findings and share across organization to ensure strategic content development and functionality that drives traffic to website.</li> <li>6. Manage consultants and vendors to execute corporate communication digital projects.</li> </ol>	
<b>B</b>	<b>Lead, plan and implement digital and social marketing strategy of the Midwest Dairy strategic plan to build awareness and grow support for dairy checkoff expertise and resources.</b>	<b>40%</b>

	<ol style="list-style-type: none"> <li>1. Develop creative digital and online solutions to effectively communicate with dairy farmers and board members about programming, initiatives, and results.</li> <li>2. Participate in Corporate Communications editorial calendar planning process to coordinate digital and social content that aligns with overall plan.</li> <li>3. Develop and oversee execution of Midwest Dairy's organic and paid social media outreach in alignment with the organizational strategic plan.</li> <li>4. Manage and counsel others about Midwest Dairy's social marketing plan and serve as lead resource for how to leverage content in work with partners as needed.</li> <li>5. Develop and conduct social media training sessions or resources for dairy farmer leaders and staff to provide social media assistance and resources.</li> <li>6. Analyze, evaluate and share social and digital analytics to ensure strategic execution.</li> <li>7. Develop budgets for digital communications projects and manage project expenses to meet budget expectations.</li> <li>8. Manage vendor relationships to achieve digital goals.</li> </ol>	
<b>C.</b>	<b>Provide expertise and guidance for implementing best practices across the organization that ensure effectiveness of digital tools in achieving organizational strategic goals.</b>	<b>10%</b>
	<ol style="list-style-type: none"> <li>1. Identify opportunities for process improvement to maximize technology offerings for smooth delivery of Corporate Communications resources and tools</li> <li>2. Provide counsel on the production of videos, photography and other digital assets to support Corporate Communications plan.</li> <li>3. Provide editorial review of online content developed by Corporate Communications team and other staff contributors to ensure accuracy, consistency and best performance given SEO findings.</li> <li>4. Serve on Midwest Dairy's Issues and Crisis team, Assist with monitoring and response in dairy-related issues and to overall crisis preparedness efforts</li> <li>5. Provides staff and dairy farmers with case-by-case guidance on handling issues/crisis on social media.</li> </ol>	* * *
<b>D.</b>	<b>Assist in writing and editing of high-quality materials for a variety of corporate communication channels.</b>	<b>5%</b>
	<ol style="list-style-type: none"> <li>1. Provides writing assistance for variety of farmer communications tools for posting on website, including Promotion in Action, Dairy Promotion Update, annual report, etc.</li> <li>2. Oversees development of marketing materials to promote Midwest Dairy's involvement in podcast production.</li> <li>3. Contributes to updates and presentations to showcase value of checkoff investment to dairy farmer leaders.</li> </ol>	* * *

\* = 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**

List education level or equivalent work experience including fields of study and/or areas of experience.

- Bachelor's degree in journalism, public relations, communications or other related field, and a minimum of five years professional working experience or with combination of robust undergraduate and/or internship experience.
- Experience working with design and video software, such as Adobe Creative Suite, including InDesign, Illustrator, Premiere Pro, Photoshop and Acrobat Pro.
- Experience with basic website updates and posting using Word Press or similar platform, along with experience using social media on behalf of an organization with business to business audiences is preferred.

**Knowledge, Skills, and Abilities** List requirements that represent the knowledge, skills and abilities required to perform this job. The list is not to be all-inclusive but represents main areas.

***Knowledge:*** Learned information or concepts that relate to a specific area or discipline.

1. Knowledge of the history, mission, strategic plans, goals and systems of the organization.
2. Knowledge of journalism or public relations principles and guidelines.
3. Knowledge of and ability to work with social, digital and traditional media to deliver selected product messages to consumers.
4. Knowledge of online communications and social media principles and vehicles.
5. Knowledge of design techniques, tools and the creative process.
6. Knowledge of AP style.

***Skills:*** Measurable or observable behavior while performing a cognitive or manual activity.

1. Skill of journalistic and persuasive writing and editing.
2. Skill of organizing, planning and coordinating projects to accomplish them within set deadlines.
3. Skill to create social graphics, infographics, memes, GIFs that visually communicate information.
4. Skill in following established brand guidelines to meet audience and Midwest Dairy Association needs.
5. Skills in media pitching and interview skills with proficiency delivering agreed upon key messages.
6. Skill in using computer programs, design software, social media platforms, such as Facebook, Twitter, Instagram and Pinterest, and in operating a camera.
7. Skill in operating video, audio and PowerPoint equipment to conduct presentations. Video editing skills would be helpful.
8. Skill in observing, receiving, and obtaining information from all relevant sources.
9. Skill of developing and maintaining relationships with external and internal customers.

***Abilities:*** Natural (perhaps innate) talents or gained capabilities.

1. Ability to present both self and ideas, orally and in writing, using knowledge and the perspective of the audience so that the information is understandable and accepted as credible.
2. Ability to develop creative thoughts, tactics and communications programs.

3. Ability to give attention to detail, particularly in written communications and in employing social media.
4. Ability to work cooperatively and collaboratively with a team of individuals to make the work of the group successful and effective.
5. Ability to coordinate multiple tasks, prioritize and schedule duties independently in order to meet the goals.
6. Ability to stay up-to-date on communications, social media and technology, and in applying new knowledge to the job.
7. Ability to educate and impart knowledge about the benefits and value of dairy products.
8. Ability to manage vendor relationships.
9. Ability to work within identified budget parameters and track spending.

**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.

1. Position requires travel on an occasional basis with overnight stays.
2. Position may require the ability to move materials weighing up to 40 pounds.

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