



Job Description Midwest Dairy

Job Title: Manager, Corporate Communications

Functional Team: Corporate Communications

Reports To: Vice President, Corporate Communications

Date: March 2021

Job Summary: This position works closely with the vice president of Corporate Communications and digital corporate communications manager to support digital communications plans reaching dairy farmers, boards, the agricultural community and partners. This position also serves as social media community manager, developing daily content across owned social channels and also leads ag and trade media outreach, contributes to the Crisis and Issues Team and provides support to the general communication needs of Midwest Dairy.

Key Result Areas

A	Manages and monitors Midwest Dairy's daily content development across social channels.	50%
	<ol style="list-style-type: none"> 1. Oversees daily social community management and organic and paid content posting on Midwest Dairy owned social media platforms (Facebook, Twitter and LinkedIn) developing relevant and engaging content and response; utilizes up-to-date social media applications in Midwest Dairy digital program plans and projects. 2. Provides counsel and collaborates with BU and Strategy teams to gather assets and ensure appropriate examples of checkoff value and partnership successes are appropriately featured on social properties. 3. Creates social media graphics, infographics, memes, videos and audiovisual assets as needed for use on Midwest Dairy's website and social media channels 4. Drafts long and short form LinkedIn content to Midwest Dairy SMEs to showcase Midwest Dairy as a leader in the dairy industry; writes copy for amplification and sharing on behalf of SMEs, coaches SMEs on platform best practices and posting to enhance overall engagement with site. 5. Ensures content showcasing the value of dairy checkoff is portrayed in regular posts on the Midwest Dairy Farmer Network page in collaboration with DEX-Farmer. 6. Oversees platform takeovers with dairy leaders; develops messaging and coordinates takeover strategy; Provides ongoing coaching for ambassadors and new dairy partners on social media takeovers and activations as needed. 7. Assists in gathering social media metrics and refines daily social posts as needed. 8. Monitors industry media and newsletters, Dairy Good website, Hub, R&I 	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>

	<p>SharePoint site and others to identify content to post on social channels.</p> <p>9. Participates on Crisis and Issues team; monitors social media trends and conversation proactively; assists corporate communications team and crisis team with response in dairy-related issues and to overall crisis preparedness efforts.</p>	*
B.	Leads agricultural and trade media engagement efforts to highlight checkoff programming and results, checkoff subject matter experts or dairy farmers to highlight the value dairy farmers are receiving for their checkoff investment.	35%
	<ol style="list-style-type: none"> 1. Plans and develops annual editorial plan for proactive agricultural media and trade news outreach that aligns with Corporate Communications editorial calendar. 2. Leads proactive media outreach by developing pitch angles and coordinating media interviews that showcase strategic successes. 3. Writes and/or edits bylined articles for trade media outlets, including monthly <i>Dairy Star</i> opportunity, that highlight checkoff value topics and feature Midwest Dairy and farmer subject matter experts. Grows relationships with key media outlets. 4. Serves as media spokesperson to ag media regarding general Midwest Dairy programming and issues. 5. Provides or coordinates media/message training for employees and farmer board leaders and provides counsel across the organization and to board leadership when responding to specific media requests. 6. Responds to media requests for information and coordinates farmer or employee participation in ag media interview requests covering organization's strategic priorities. 7. Consults with strategic planning teams and business units and provides best practice recommendation and message coaching in developing effective local ag media relationships as needed. 8. Manages relationship with outside agency on media-related programs and projects. 9. Tracks media coverage, integrating results into DMI bi-annual metrics gathering process. 	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>
C.	Assists Corporate Communications Digital Manager in development of digital tools and resources that showcase checkoff value messaging and results to farmer and partner audiences.	10%
	<ol style="list-style-type: none"> 1. Oversees posting of copy/content updates on midwestdairy.com 2. Assist in development of Sustainability in Action series to develop assets that can be used across Midwest Dairy digital platforms. 3. Work with BU staff, strategy teams and subject matter experts to integrate video into digital storytelling. 4. Oversees Midwest Dairy's involvement in Your Dairy Checkoff podcast to ensure our success stories, subject matter experts and dairy farmers are well-represented and prepared. 5. Lead the Corporate Communications Team involvement with the Organizational and Internal Asset libraries following organizational best practices. 6. Contributes to the Crises and Issues Management Team's planning and strategic response efforts. Develops digital communication assets to support the response plan and serves as spokesperson as needed. 	<p>*</p> <p>*</p> <p>*</p> <p>*</p>
D.	Assist in writing and editing of high-quality materials for a variety of corporate communication channels.	5%

	<ol style="list-style-type: none"> 1. Provides writing assistance for variety of farmer communications tools for posting on website, including Promotion in Action, Dairy Promotion Update, annual report, etc. 2. Oversees development of marketing materials to promote Midwest Dairy's involvement in podcast production. 3. Contributes to updates and presentations to showcase value of checkoff investment to dairy farmer leaders. 	
--	---	--

* = 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 accommodations. 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 Agriculture, Communications, Public Relations, Journalism or other related field.
- At least 4 years of experience public relations, journalism or related communication field; or a combination of education and experience providing equivalent knowledge.
- Experience working with design and video software, such as Adobe Creative Suite, including InDesign, Illustrator, Premiere Pro, Photoshop and Acrobat Pro.
- Experience managing or actively participating in an online community and utilizing social media on behalf of an organization with business to consumer and/or business to business audiences.

Key Competencies:

- Ability to successfully work cross-functionally with other departments.
- Ability to accomplish projects in a timely manner and within budget.
- Capacity to effectively manage multiple projects and tasks simultaneously.
- Strong conceptual and critical thinking abilities.
- Ability to respectfully provide thoughtful counsel and constructive feedback to others regardless of seniority or status.
- Ability to cultivate relationships with agricultural and/or consumer-oriented media.
- Excellent written, verbal, and presentation skills to create and deliver informative, concise and influential communications.
- Superior interpersonal, organizational, and professional skills.
- Proficiency in contemporary document, graphic, presentation, online, and network-based communication tools and data systems.

Knowledge, Skills, and Abilities

Knowledge:

1. Knowledge of and ability to utilize personal computers and related software for word processing, contact management and online communications systems.
2. Knowledge of time management principles.
3. Knowledge of basic communications principles to ensure communications efforts are effective.
4. Knowledge of the history, mission and goals of the organization so that communications efforts will be relevant.
5. Knowledge of Association Press (AP) writing style.
6. Knowledge of both traditional and online news media.

Skills:

1. Skill of organizing and directing a work effort of others without direct authority or reporting lines and accomplishing a goal on time and within budget.
2. Skill of developing and maintaining positive working relationships with external and internal customers.
3. Skill in writing for media, online channels and personal communication
4. Skill in developing and delivering presentations using various software and resources
5. Skill in operating video, audio and power point presentation equipment to conduct meetings.
6. Skill in providing strategic direction or contact management/database systems and working within resulting applications.

Abilities:

1. Ability to present both self and ideas, orally or in writing, using knowledge and the perspective of the audience so that they are understandable and credible.
2. Ability to organize and complete duties independently in order to meet goals without direct supervision.
3. Ability to identify markets, opportunities, and resources to communicate them internally and externally
4. Ability to work cooperatively and collaboratively with a team of individuals.
5. Ability to give attention to detail.
6. Ability to maintain discipline needed to work in a home office setting.
7. Ability to travel with flexible hours to respond to organizational needs.

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.

The office/home office environment must be flexible to receive telephone, fax and Internet signals dependably, as well as receive mail and package delivery.

The office/home office must be capable of receiving, storing and organizing large volumes of work materials.