

**Job Description
Midwest Dairy**

Job Title: Corporate Communications Manager – Farmer and Internal Communications

Functional Team: Corporate Communications

Reports To: Vice President, Corporate Communications

Date: December 2022

Job Summary: The position will work closely with the vice president of Corporate Communications. The position is responsible for coordinating, implementing, and evaluating strategic communications supporting Midwest Dairy. The position also supports the planning and daily management of Midwest Dairy employee news and announcements. 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 as needed.

Key Result Areas

A.	Leads strategic communications support for Midwest Dairy’s Ag Affairs and Farmer Relations efforts to share checkoff success with individual farmers, small farmer groups, and Midwest Dairy’s division boards and elevate efforts to build awareness of and support for dairy checkoff.	40%
	<ol style="list-style-type: none"> 1. Collaborates with Ag Affairs and Farmer Relations to plan, create and evaluate farmer relations communications tactics and strategies in support of one-to-one, one-to-few, and Key Influential Farmer meetings including messaging strategy, writing, graphical communications, and video production. 2. Helps develop solutions to support Ag Affairs and the Farmer Relations cohort to effectively communicate with dairy farmers about the organization’s programming, impacts, and results of their dairy checkoff investment. 3. Provides counsel and assists in the development of presentations shared by Midwest Dairy at farmer and industry meetings. 4. Collaborates with Ag Affairs and Farmer Relations to support communications needs of credentialing meetings and other dairy adjacent stakeholders. 5. Provides editorial review of Ag Affairs and Farmer Relations support materials to ensure accuracy and consistency of message and tone, brand, and quality adherence. 6. Develops and manages solutions to support effective communication with board members about the organization’s programming, impacts, and results of their dairy checkoff investment. 7. Manage regular board communication tactics including weekly email communications to optimize readership and engagement. 8. Supports creation of division board presentations and other relevant materials to optimize communication and ensure accuracy and consistency of message and tone, brand, and quality. 	<p align="center">*</p> <p align="center">*</p> <p align="center">*</p>

B	Manages daily operations of Midwest Dairy’s employee news and announcements.	40%
	<ol style="list-style-type: none"> 1. Supports the planning and daily management of Midwest Dairy employee news and announcements. 2. Collaborates with IT to manage the structure and design of the employee news and announcements section of Dairy Central to ensure optimal user experience and communications clarity. 3. Develops guidelines and best practices for utilizing Midwest Dairy’s internal communications outlets. 4. Partners with staff to discover, plan, and publish timely company information via Dairy Central. 5. Ensures employee communications across the organization highlight strategic priorities and maintain quality, accuracy, consistency, and relevance. 6. Responds to feedback from staff and adjust communications content accordingly 	<p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p>
C.	Develops and contributes to a variety of corporate communications tools that support Corporate Communications’ overall strategies and objectives, sharing checkoff successes to dairy farmers, industry, and partner audiences.	20%
	<ol style="list-style-type: none"> 1. Supports the editorial plan and associated content creation to ensure relevant information and resources are included for dairy farmers and partners on the organization’s website. 2. Participates in the Corporate Communications editorial calendar planning process. 3. Contributes to the Crises and Issues Management Team’s planning and strategic response efforts 	

* = 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 the 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, Communications, Public Relations, or other related field.
- At least 5 years of experience in public relations, journalism, or related communication field; or a combination of education and experience providing equivalent knowledge.

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 the 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.
7. Knowledge of communications principles to ensure communications efforts are effective.

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 in following established brand guidelines to meet audience and Midwest Dairy Association needs.
4. Skills in media pitching and interview skills with proficiency delivering agreed upon key messages.
5. Skill in using computer programs, design software, social media platforms, such as Facebook, Twitter, Instagram and Pinterest, and in operating a camera.
6. Skill in operating video, audio and PowerPoint equipment to conduct presentations. Video editing skills would be helpful.
7. Skill in observing, receiving, and obtaining information from all relevant sources.
8. Skill of developing and maintaining relationships with external and internal customers.
9. Skill in writing for media, online channels and personal communication

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.
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 goals.
6. Ability to stay up-to-date on communications tools and trends 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 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.