

## Job Description Midwest Dairy

**Job Title:** Manager, Farmer Relations/ISDA Exec Director

**Department:** Business Units

**Reports to:** Vice President, Business Unit Operations or Director

**Date:** January 2022

**Purpose:** Responsible for building consultative relationships with farmers, government and industry 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 strategies within the action plan. The manager is responsible for conducting consultative farm calls to share checkoff and Iowa State Dairy Association (ISDA) value and engaging farmers with consumers to build trust in dairy. The manager will provide leadership to Iowa's dairy industry through Iowa State Dairy Association (ISDA), serving as the Executive Director, and assuring implementation and accountability with Midwest Dairy and ISDA priorities and program activities

### KEY RESULT AREAS:

<b>A.</b>	<b>Lead, plan and implement strategic priorities identified in the action 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.</b>	<b>60%</b>
	<ol style="list-style-type: none"> <li>1. Collaborate with interdisciplinary business unit members to develop and implement programs to achieve strategic priorities.</li> <li>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 and ISDA.</li> <li>3. Implement dairy leadership development opportunities within the business unit to achieve strategic initiatives.</li> <li>4. Develop positive relationships, seek opportunities to influence, customize information and provided resources with partners to ensure strategic initiatives are met.</li> <li>5. Ensure the up-to-date administration of farmer and non-farmer lists in the data base.</li> <li>6. Monitor agriculture issues and trends. Act to distribute resources as needed.</li> <li>7. Collaborate with BU-East team and Agriculture Affairs Leadership to ensure ADA of the Midwest strategic imperatives are met.</li> </ol>	<p style="text-align: right;">*</p>
<b>B.</b>	<b>Serve as the Executive Director of Iowa State Dairy Association (ISDA).</b>	<b>25%</b>
	<ol style="list-style-type: none"> <li>1. Collaborate with BU-East and Agriculture Affairs Leadership to ensure state trade association strategic imperatives are met.</li> <li>2. Provide leadership and information to the ISDA board members, committee members and President to enhance membership value.</li> <li>3. Propose, manage and monitor budgets to assure effective use of financial resources.</li> </ol>	<p style="text-align: right;">*</p> <p style="text-align: right;">*</p> <p style="text-align: right;">*</p>

	<ol style="list-style-type: none"> <li>4. Assure accountability on all ISDA communications, government and policy initiatives, educational programs, membership recruitment, events, etc. to retain existing members</li> <li>5. Develop and maintain working relationships with dairy farmers and allied members through ongoing communications and input to strengthen ISDA grassroots support and outcomes.</li> <li>6. Develop and implement public policy and advocacy strategies and tactics with association lobbyist.</li> <li>7. Maintain compliance with the terms of the Program and Administrative Services Agreement between Midwest Dairy Association and ISDA.</li> </ol>	<p>*</p> <p>*</p> <p>*</p>
<b>C.</b>	<b>Collaborate with business unit staff and strategic teams to identify effective farmer relations opportunities and maintain trust for dairy.</b>	<b>10%</b>
	<ol style="list-style-type: none"> <li>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.</li> <li>2. Contribute information, develop presentations, attend and present at identified Midwest Dairy board, staff, industry meetings, events and farm tours as requested.</li> <li>3. Assist with response for dairy related issues and participation in crisis preparedness efforts.</li> </ol>	<p>*</p> <p>*</p> <p>*</p>
<b>D.</b>	<b>Participate in action plan development, budget process and project evaluations of the business unit. Continually evaluate results and offer input on strategies.</b>	<b>5%</b>
	<ol style="list-style-type: none"> <li>1. Collaborate with an interdisciplinary team to build a comprehensive local action plan aligned strategy.</li> <li>2. Assist in the development and management of budgets to assure effective use of financial resources in implementation of action plan strategies.</li> <li>3. Collaborate with Midwest Dairy strategic teams to evaluate results and offer input on strategies.</li> <li>4. Contribute to team philosophy and team-driven communication programs for Midwest Dairy.</li> </ol>	<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 agriculture, dairy science, marketing, communications or business and a minimum of five years' work experience in related fields or a combination of dairy related education and experience providing equivalent knowledge.

### **Knowledge, Skills and Abilities**

#### **Knowledge:**

1. Knowledge of the dairy industry, from farm to food, with emphasis on the values and science regarding on-farm production practices including animal care, milk safety and quality, natural resources and sustainability.
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 and accomplishing a goal on time and within budget; and ability to manage the efforts of outside vendors.
3. Skill of project management, delivering against objectives, budget and time while effectively managing resources.
4. Skill in oral and written communications.
5. Skill in use of computer programs such as Microsoft Word, Excel, PowerPoint, Teams, Zoom and database software.
6. Skill in operating video, audio and PowerPoint equipment to conduct presentations.

**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. Must reside in Iowa