

**Job Description  
Midwest Dairy**

**Job Title:** Manager, Wellness  
**Department:** Business Units  
**Reports to:** Vice President, Business Unit Operations or Director  
**Date:** January 2023

**PURPOSE:** Responsible for building relationships in assigned territory to drive trust and sales for dairy. The manager will build relationships with targeted health professionals, organizations and thought leaders with an aim to engage on dairy’s science-based contributions to health and sustainable nutrition. The manager will also serve as a consultative partner with youth-focused partners, including school districts and community partners, to optimize trust and sales objectives leveraging environmental sustainability and wellness messages to reach the K-12 audience.

**KEY RESULT AREAS:**

<b>A.</b>	<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.</b>	<b>60%</b>
	<ol style="list-style-type: none"> <li>1. Develop positive relationships, seek opportunities to influence and build dairy advocates by engaging on the topic of sustainable nutrition with strategic thought leader organizations.</li> <li>2. Engage key leaders at environmental partner organizations on Net Zero Initiative.</li> <li>3. Manage opportunities and analyze metrics on all implemented programs and partnerships.</li> <li>4. Promote sound science to support dairy’s nutrient contributions in the Dietary Guidelines for Americans and other nutrition guidance systems.</li> <li>5. Monitor nutrition issues and trends and act to distribute resources as needed.</li> <li>6. Maintain customer relationship management database with up-to-date partner and project management information.</li> </ol>	*  * *
<b>B.</b>	<b>Lead, plan and implement priorities identified in Midwest Dairy’s strategic plan through partner relationships in K-12 school districts and youth partners reaching a K-12 audience to grow trust for dairy in assigned territory.</b>	<b>25%</b>
	<ol style="list-style-type: none"> <li>1. Develop new business opportunities through relationship building and prospecting with youth partners to increase adaption of strategic programs.</li> <li>2. Manage opportunities and analyze metrics and outcomes on all implemented programs.</li> <li>3. Monitor youth (e.g., Gen Z) and industry issues and trends. Share dairy consumers insights with partners.</li> <li>4. Maintain customer relationship management database with up-to-date partner and project management information.</li> </ol>	*  *
<b>C.</b>	<b>Collaborate with business unit and strategic teams.</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 subject matter 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. Collaborate with the business unit to build a comprehensive local action plan aligned with strategy.</li> <li>4. Assist in the development and management of budgets to assure effective use of financial resources in implementation of business plan strategies.</li> <li>5. Collaborate with Midwest Dairy strategic teams to evaluate results and offer input on strategies.</li> <li>6. Assist with response for dairy related issues and participate in crisis preparedness efforts.</li> </ol>	<p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p>
<b>D.</b>	<b>Lead, plan and implement priorities identified in Midwest Dairy’s strategic plan through partner relationships in K-12 school districts to increase dairy sales.</b>	<b>5%</b>
	<ol style="list-style-type: none"> <li>1. Act as a consultant to school districts implementing programs that increase incremental dairy sales and provide K-12 youth with a positive dairy experience. Drive a catalytic impact by building relationships with state level and local decision makers.</li> <li>2. Manage opportunities and analyze metrics and outcomes on all implemented programs.</li> <li>3. Maintain customer relationship management database with up-to-date partner and project management information.</li> </ol>	<p style="text-align: center;">*</p> <p style="text-align: center;">*</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 education 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 (RDN), preferred. All RND candidates should be licensed, where required by state law.

### **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. Knowledge of general business processes and acumen to include financial and budget management; result evaluation, (e.g., ROI); and marketing principles.
3. Knowledge of or ability to learn how to communicate dairy’s sustainability nutrition story with partners to reach consumers.
4. Knowledge of the dairy industry; helpful but not required.
5. 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.

5. Skill in use of the Microsoft 365 suite of apps (e.g., Microsoft Outlook, Word, Excel, PowerPoint, OneDrive, Teams, SharePoint, Dynamics, etc.).
6. Skill of storytelling through written and oral communication to relate project outcomes to both partners and shareholders.
7. Skill of problem solving by determining and evaluating alternatives that would correct a situation.

**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 fingers, 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.