

Job Description Midwest Dairy Association

Job Title: Manager, Agricultural Affairs

Department: Agricultural Affairs

Reports To: Vice President of Agricultural Affairs

Date: November 2021

Purpose: **Responsible for supporting strategy development of the dairy leadership platform and program management of association wide leadership programming. Strategy development support and program implementation of other platforms of the Ag Affairs area of emphasis. Collaborates and provides counsel, strategy and support with internal and external stakeholders.**

Key Results Areas

A.	Strategy development, recommend evaluation methods, adjust/modify strategies and manage the dairy leadership and farmer training platforms.	50%
	<ol style="list-style-type: none"> 1. Provide leadership development expertise and insight to the development of the Agricultural Affairs strategic plan. 2. Manage association wide leadership development programs. 3. Lead strategies on targeting college age individuals with a focus on experiences, trainings and scholarships 4. Lead strategy on young farmer leadership development and programming 5. Lead development and implementation of farmer/industry training strategies for Midwest Dairy 6. Manage the leadership development component of Midwest Dairy Intern programs 7. Represent Midwest Dairy at strategic dairy industry functions. 8. Provide counsel and seek feedback from Business Unit staff 9. Develop key resources for Business Unit implementation 10. Manage agencies, consultants and vendors secured to meet outlined objectives and budgets. 	* * * * * * * * * *
B.	Collaborate with and provide support for the development and implementation of other Agricultural Affairs strategies	40%
	<ol style="list-style-type: none"> 1. Provide support for strategies and marketing materials that build dairy checkoff advocates with emphasis on farmers. 2. Collaborate with Corporate Communications on resources that aim to build checkoff advocates. 3. Collaborate with staff to identify meaningful and effective ways to enhance agriculture affairs efforts. 4. In consultation with regional business units, evaluate plans on an ongoing basis; recommend changes in strategies based on emerging opportunities. 5. Provide dairy farmer engagement consultation for staff. 6. Contribute to organization philosophy and team-driven communications programs for Midwest Dairy Association. 7. Collaborate with and provide strategic support with state trade associations. 8. Collaborate with DMI when requested. 	* * * * * * * *
C.	Participate in strategic planning, evaluation and budgeting process.	10%
	<ol style="list-style-type: none"> 1. Provide leadership and input for annual strategic planning to represent long-term vision with expertise and insights. 	* *

	2. Provide leadership and strategic insights to Midwest Dairy internal work groups.	*
	3. Recommend emerging opportunities, trends and issues for consideration.	*
	4. Assist Ag Affairs VP with preparation of budget planning and preparation of budget tools.	*
	5. Manage assigned budgets to assure effective use of financial resources.	*
	6. Provide strategic thinking to operations portion of the organization that impact evaluation methods, contact relationship management tracking and other needs.	*

* = 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 Marketing, Public Relations, Communications, Agriculture or Business and a minimum of 5 years work experience in marketing, communications or public relations in the food, dairy, agriculture or related industry.

Knowledge, Skills and Abilities

Knowledge:

1. Knowledge of the dairy industry, from farm to food.
2. Knowledge of farm production practices.
3. Knowledge of the cooperative operating and governance structures.
4. Knowledge of the history, mission, strategies, goals, and systems of the organization.
5. Knowledge of issues management and crisis communications principles and guidelines.
6. Knowledge of agricultural policy setting processes.

Skills:

1. Skill of organizing and directing a work effort without direct authority or reporting lines, and accomplishing a goal on time and within budget.
2. Skill of problem solving by determining and evaluating alternatives that would correct a situation.
3. Skill of developing and maintaining positive working relationships with internal and external customers.
4. Skilled in organizing projects/programs and localizing them to meet the need of the audience and Midwest Dairy Association.

Abilities:

1. Ability to think creatively and generate unique ideas/concepts from one's own thought, imagination or experiences.
2. Ability to conceptualize a long term vision and then develop the execution plan to ensure the goals and objections are being met.
3. Ability to make decisions by selecting a course of action while considering appropriate variables.
4. Ability to collaborate with others including program staff, board members and industry leaders to arrive at a conclusion utilizing compromise, persuasion, rationale, and diplomacy.
5. Ability to work cooperatively and collaboratively with a team of individuals to make the group successful and effective.
6. 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.
7. Ability to identify and establish program budgets for a given period of time by projecting needs and estimating expenses
8. 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 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.