

**Job Description
Midwest Dairy**

Job Title: Manager, Business Development- Food Service
Department: Business Unit
Reports To: Vice President, Business Unit Operations
Date: June 2024

Purpose: Using expertise in the food service industry, work with and through food service partners to increase dairy sales and share engaging content to drive consumer trust in dairy.

KEY RESULT AREAS:

A.	Increase dairy sales as measured by incremental pounds of milk through implementation of strategic programs with partners.	70%
	<ol style="list-style-type: none"> 1. Identify, network and build relationships with high volume food service companies with locations in the 10-state Midwest Dairy region. 2. Increase incremental dairy sales through a solution based consultative selling approach to include implementation of menu development, limited time offers, new item launches and innovation that expands the use of dairy. 3. Increase incremental dairy sales through the implementation of consumer marketing support that includes engaging content to increase sales and trust of dairy and achieves a positive return-on-investment. 4. Increase incremental dairy sales through the implementation of new delivery model opportunities that includes engaging content to increase sales and trust and achieves a positive return-on-investment calculation. 5. Drive business decisions with food service partners by packaging and delivering relevant insights, data, and other assets. 6. Monitor local food service industry issues and trends to be a relevant subject matter expert to food service partners. 7. Utilize Customer Relationship Management software to manage communication and projects from start to finish, including project implementation planning, asset and messaging delivery, metrics collection, and communication of results 8. Package and share case study examples of foodservice sales partnerships to influence catalytic adoption of tactics with partners. 9. Act to distribute resources and participate in crisis management, as needed. 10. Maintain appropriate level of engagement with existing partners reflective of their contribution to total incremental dairy sales. 	<p align="center">* * * * * * * * * *</p>
B.	Develop new business opportunities to increase incremental dairy sales	30%
	<ol style="list-style-type: none"> 1. Cold call, network and follow up on warm leads to keep a steady pipeline of new business prospects ready for partnership. 2. Manage pilot initiatives that allow Midwest Dairy to test and learn to drive new dairy sales. 3. Gain understanding of partner needs, identify dairy solutions, provide resources and secure activation to increase incremental dairy sales. 4. Provide insights, data, webinars, and other check off assets to drive business decisions. 	<p 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 a certain expertise to perform it.

JOB SPECIFICATIONS

Education and Experience

- Bachelor's degree in business, hospitality and restaurant management, or marketing.
- At least five years of progressive experience calling on food service decision makers.
- Experience in external partner relationship management, project management, including the use of Customer Relationship Management CRM.

Knowledge, Skills and Abilities

Knowledge:

1. Knowledge of food service landscape, including consumer marketing programs, menu development and delivery models to increase sales.
2. Knowledge of general business processes and acumen to include financial and budget management, result evaluation (e.g., return on investment), and marketing principles.
3. Knowledge or ability to learn the dairy foods industry, and dairy food distribution system and processes.

Skills:

1. Skill of networking, cold calling, and seeking referrals to build business prospects for partnership.
2. Skill of developing relationships through excellent interpersonal skills.
3. Skill of problem solving by determining and evaluating alternatives that would correct a situation.
4. Skill of project management delivering against objectives, including budget and time while effectively managing resources.
5. Skill of assimilating information from many different sources to present to partners or stakeholders.
6. Skill of storytelling through written and oral communication to relate project outcomes to both partners and stakeholders.
7. Skill of organizing and directing the efforts of outside vendors and consultants.
8. Skill in use of the Microsoft 365 suite of apps (e.g., Outlook, Word, Excel, PowerPoint, OneDrive, Teams, SharePoint, Dynamics, etc.).

Abilities:

1. Ability to work collaboratively in a matrixed organization structure, engaging with colleagues across departments to deliver outcomes for strategic plan.
2. Ability to think creatively and generate unique ideas/concepts from one's own thoughts, research or experiences.
3. 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.
4. Ability to travel with an occasional overnight stay.
5. Ability to analyze data and utilize the data to understand driving forces in markets.
6. Ability to identify market and resources and communicate product advantages.
7. Ability to maintain customer relationship management database.

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 accommodation 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.