

**Job Description  
Midwest Dairy**

**Job Title:** Corporate Communications Manager (Video/Media and Graphic Design)

**Functional Team:** Corporate Communications

**Reports To:** Vice President, Corporate Communications

**Date:** May 2022

**Job Summary:** The position will work closely with the vice president of Corporate Communications. The position is responsible for coordinating, implementing, and evaluating all aspects of video/media production and graphic design in support of Midwest Dairy farmer, partner, and employee communication strategies and objectives. The position is responsible for brand management and adherence throughout Midwest Dairy. 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**

<b>A.</b>	<b>Lead video production efforts in support of Corporate Communications’ overall strategies and objectives.</b>	<b>40%</b>
	<ol style="list-style-type: none"> <li>1. Plan, source, and manage the production of video content for Corporate Communications efforts, including but not limited to:               <ol style="list-style-type: none"> <li>1. Farmer and partner video testimonials</li> <li>2. Videos supplementing key publications and platforms such as Annual Report and Dairy Promotion Update (DPU)</li> <li>3. Videos in support of social media activity</li> </ol> </li> <li>2. Manage all facets of video production, including planning, pre-production, budgeting, scheduling, shooting, editing, and engaging internal and external stakeholders throughout the process.</li> <li>3. Capture video content during live events, behind-the-scenes, and in scripted environments.</li> <li>4. Oversee video collection to ensure all media is archived appropriately and can be readily obtained.</li> <li>5. Produce motion graphics and video graphics to complement content and campaigns.</li> <li>6. Manages projects and overall relationships with outside vendors.</li> <li>7. Manage internal and/or freelance personnel for events, additional shoots and/or editing, including schedules, and shot lists.</li> <li>8. Create/write storyboards/scripts, either independently or with external partners (depending on project and budget), to get alignment and agreement across internal partners prior to shoots.</li> </ol>	<p align="center">*</p> <p align="center">*</p> <p align="center">*</p> <p align="center">*</p> <p align="center">*</p>
<b>B</b>	<b>Oversees the creation and execution of graphic design solutions for Midwest Dairy farmer, partner and employee communications channels</b>	<b>40%</b>
	<ol style="list-style-type: none"> <li>1. Create social media graphics, infographics, reports, memes, videos, and audiovisual assets as needed.</li> <li>2. Manage projects and overall relationships with outside design vendors.</li> <li>3. Ensure that the delivered products or services adhere to the policies and standards of Midwest Dairy.</li> <li>4. Consultant with Corporate Communications team and stakeholders to conceptualize, scope, and develop project deliverables, timelines, and budgets.</li> </ol>	<p align="center">*</p> <p align="center">*</p>

<b>C.</b>	<b>Develops and contributes to a variety of Corporate Communications tools that support overall strategies and objectives, sharing checkoff successes to dairy farmers, industry, partner and employee audiences.</b>	<b>10%</b>
	<ol style="list-style-type: none"> <li>1. Develop content to effectively communicate with dairy farmers and board members about the organization's programming, impacts or effects of initiatives, and relays results of their dairy checkoff investment.</li> <li>2. Support editorial plan and associated content creation to ensure relevant information and resources are included for dairy farmers and partners on the organization's website.</li> <li>3. Participate in Corporate Communications editorial calendar planning process to coordinate digital and social content calendar that aligns with the overall plan.</li> <li>4. Contributes to the Crises and Issues Management Team's planning and strategic response efforts.</li> </ol>	
<b>D.</b>	<b>Leads brand management efforts for Midwest Dairy to ensure consistent use of logos, color palette, etc.</b>	<b>10%</b>
	<ol style="list-style-type: none"> <li>1. Oversee appropriate use of the Midwest Dairy logo and brand standards for all Midwest Dairy branded communication.</li> <li>2. Curate and maintain Midwest Dairy brand standards.</li> <li>3. Equip employees or partners for proper logo usage and enforce adherence to guidelines.</li> </ol>	

\* = 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**

List education level or equivalent work experience including fields of study and/or areas of experience.

- Bachelor's degree in video production, film studies, graphic design, communications or other related field, and a minimum of five years professional working experience or with combination of robust undergraduate and/or internship experience.
- Experience working with design and video software, such as Adobe Creative Suite, including InDesign, Illustrator, Premiere Pro, Photoshop, and Acrobat Pro.

**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 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 video production and graphic design skills and principles.
3. Knowledge of and ability to work with multimedia, visual, digital and traditional media to deliver selected product messages to consumers.
4. Knowledge of design techniques, tools and the creative process.

**Skills:** Measurable or observable behavior while performing a cognitive or manual activity.

1. Skill of video production and graphic design.
2. Skill of organizing, planning and coordinating projects to accomplish them within set deadlines.
3. Skill to create video, graphics, infographics, memes, GIFs that visually communicate information.
4. Skill in following established brand guidelines to meet audience and Midwest Dairy needs.
5. Skill in using video production equipment and software and graphic design software.
6. Skill in observing, receiving, and obtaining information from all relevant sources.
7. Skill of developing and maintaining relationships with external and internal customers.

**Abilities:** Natural (perhaps innate) talents or gained capabilities.

1. Ability to present both self and ideas, orally, graphically and in writing, using knowledge and the perspective of the audience so that the information is understandable and accepted as credible.
2. Ability to deliver high-quality products on time and within budget.
3. Ability to identify best practices for video production/visual communication and evolve operations as necessary.
4. Ability to develop creative thoughts, tactics, and communications programs.
5. Ability to work cooperatively and collaboratively with a team of individuals to make the work of the group successful and effective.
6. Ability to coordinate multiple tasks, prioritize and schedule duties independently to meet the goals.
7. Ability to stay up to date on communications, video production, graphic design and technology, and in applying new knowledge to the job.
8. Ability to educate and impart knowledge about the benefits and value of dairy

products.

9. Ability to manage vendor relationships.
10. 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 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.

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.