

## Job Description Midwest Dairy

**Job Title:** Manager, Farmer Relations / Iowa State Dairy Association Associate Director

**Department:** Business Units

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

**Purpose:** Responsible for building relationships with farmer shareholders and industry partners in assigned territory. The manager is responsible for conducting consultative farm calls to share checkoff value with the goal of increasing positive checkoff endorsements. Managers will work collaboratively within the business unit to engage farmers in consumer events or programs with the goal to grow sales and trust in dairy. The manager will also work to develop farm and community leaders for dairy through trainings and leadership opportunities. The manager is responsible for state fair foodservice operations while engaging consumers in an excellent dairy experience. The manager will serve as Iowa State Dairy Association Associate Director.

### KEY RESULT AREAS:

<b>A.</b>	<b>Using expertise in farmer relations, drive engagement in priority programs to grow leaders, build support of checkoff, and reach consumers. Manage farmer facing partner relationships.</b>	<b>70%</b>
	<ol style="list-style-type: none"> <li>1. Conduct farm calls and small group meetings to communicate the value of checkoff to build advocates while promoting and leveraging resources and services available to farmers from Midwest Dairy.</li> <li>2. Implement dairy leadership development opportunities within the business unit to achieve strategic initiatives.</li> <li>3. Develop positive relationships, seek opportunities to influence, customize information and provide resources with farmers to ensure strategic initiatives are met.</li> <li>4. Collaborate with business unit members to develop and implement programs to achieve strategic priorities.</li> <li>5. Maintain customer relationship management database, including up-to-date administration of farmer and non-farmer lists, partner, and project management information.</li> <li>6. Monitor agriculture issues and trends. Act to distribute resources as needed.</li> </ol>	* * * * *
<b>B.</b>	<b>Develop, refine and implement ADA of the Midwest strategic initiatives.</b>	<b>10%</b>
	<ol style="list-style-type: none"> <li>1. Plan and implement food concession operations including, State Fair operations with best practices in accounting, food safety, worker safety and profitability while communicating key industry messages.</li> <li>2. Collaborate with business unit and strategy to ensure ADA of the Midwest strategic imperatives are met.</li> </ol>	* *
<b>C.</b>	<b>Serve as the Associate Director of Iowa State Dairy Association.</b>	<b>10%</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 and committee members to enhance membership value.</li> <li>3. Provide support in budget management to assure effective use of financial resources.</li> <li>4. Implement ISDA activities (communications, government and policy initiatives, educational programs, membership recruitment, events, etc.) to retain existing members.</li> </ol>	* * * * *

	<ul style="list-style-type: none"> <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. Support, implement and communicate public policy and advocacy strategies and tactics.</li> <li>7. Maintain compliance with the terms of the Program and Administrative Services Agreement between Midwest Dairy Association and ISDA.</li> <li>8. Provide support to the ISDA and other dairy industry meetings through planning and on-site management.</li> </ul>	<p>*</p> <p>*</p>
<b>D.</b>	<b>Collaborate with business unit and strategic teams.</b>	<b>10%</b>
	<ul 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 departments to evaluate results and offer input on strategies.</li> </ul> <p>Assist with response for dairy related issues and participate in crisis preparedness efforts.</p>	<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. Must be or become ServSafe certified.

### **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.
5. Knowledge of general business practices including financial and labor management
6. Knowledge of food safety and health precautions
7. Knowledge of supply and equipment ordering

#### ***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, Skype 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. Employee will occasionally be working in high volume food service operation with extended hours. The noise level in the home/office work environment is quiet to moderate. The noise level in the foodservice operation work environment is moderate to loud.