

Job Description Midwest Dairy

Job Title: Manager, Farmer Relations, and Leadership Development
Department: Business Units
Reports to: Vice President, Business Unit Operations, North
Date: June 2024

Purpose: Using expertise in farmer relations, drive engagement in priority programs to build support of checkoff and grow leaders.

Key Result Areas:

A.	Drive checkoff endorsements with farmers (1:1).	50 %
	<ol style="list-style-type: none"> 1. Conduct farm calls to communicate the value of checkoff to build advocates. 2. Leverage resources and services available to farmers from Midwest Dairy. 3. Develop positive relationships, seek opportunities to influence, customize information and provide resources to farmers. 	* * *
B.	Develop farm and community leaders.	30%
	<ol style="list-style-type: none"> 1. Recruit, coordinate and develop candidates for the Princess Kay of the Milky Way program in Minnesota. 2. Recruit the dairy community for leadership opportunities. Engage college-aged students in leadership opportunities to promote trust and sales in dairy. 	* * *
C.	Demonstrate the value of dairy checkoff.	10%
	<ol style="list-style-type: none"> 1. Educate and inform elected and appointed officials on dairy checkoff results. 2. Facilitate farmer governance meetings. 3. Monitor agriculture issues and trends. 4. Act to distribute resources and participate in crisis management as requested. 	* * * *
D.	Drive checkoff endorsements with farmers through one to few opportunities.	10%
	<ol style="list-style-type: none"> 1. Share checkoff features and benefits through small farmer gatherings and industry meetings. 2. Develop positive relationships, seek opportunities to influence, customize information and provide resources to farmers and farmer-facing partners. 	* *

* = 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.

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 issues management and crisis communications principles and guidelines.
4. Knowledge of dairy checkoff's act and order.

Skills:

1. Skill of excellent interpersonal and communication skills to develop relationships with shareholders and partners.
2. Skill of maintaining up to date shareholders and partner relationship management database CRM.
3. Skill of organizing and directing the efforts of outside vendors and consultants.
4. Skill of project management, delivering against objectives, and evaluating results.
5. Skill of budget management, planning and effectively managing resources.
6. Skill of time management, balancing time, and schedule to maximize outcomes across identified objectives.
7. Skill in use of the Microsoft 365 suite of apps (e.g., Outlook, Word, Excel, PowerPoint, OneDrive, Teams, SharePoint, Dynamics, etc.).
8. Skill in operating video, audio, and PowerPoint equipment to conduct presentations.

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 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 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.
5. Ability to educate and impart knowledge about the benefits and value of dairy farm production practices.
6. 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 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. The 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.