

## Midwest Dairy Recruitment Advertorial

- **Position:** Manager, Sustainable Nutrition
- **Department:** BU South
- **Location:** Arkansas residency required (Little Rock or Bentonville Preferred)
- **Updated:** February 2024

Midwest Dairy is seeking a dynamic, motivated individual with a passion for people, the planet, and the community to join our team as the Manager, Sustainable Nutrition with at least five years of progressive experience calling on decision makers in the areas of sustainable food systems, environmental education, health promotion, and/or nutrition. Experience in external customer or partner relationship management and sales is essential for success.

In this role, there are three key responsibilities of partner and relationship management to grow trust in dairy's science-based contributions to the planet, people, and the community:

- **Environmental Sustainability Thought Leader Partnerships:**  
Responsibilities include building relationships with environmental sustainability thought leaders across Arkansas, engaging and leveraging them as trusted and influential voices in the role of dairy in an environmentally sustainable food system. This is the primary focus of the position and work includes delivering dairy's sustainable nutrition story at environmental sustainability thought leader gatherings, hosting experiential learning opportunities, building long-term relationships, and engaging thought leaders to use their own voice, expertise, or channel in support of dairy's role in a sustainable food system.
- **High School STEM Thought Leaders:**  
Responsibilities include implementing opportunities with and through state influencers of science, technology, engineering, and math (STEM) high school science curriculum in both Arkansas and eastern Oklahoma. Working with and through partners in this space will increase dairy food and agriculture education resources, through such ventures as professional development, experiential learning, and/or curriculum development.
- **Health and Wellness Thought Leaders:**  
Responsibilities include keeping dairy relevant with health and wellness thought leaders, including individuals, organizations, school districts, and/or coalitions, by sharing science-based content and resources on dairy's role in a sustainable food system.

The ideal candidate will have the following profile:

- An exceptional storyteller, with the ability to effectively communicate dairy's sustainable nutrition story with partners to reach consumers using science-based facts and information.
- A motivated and skilled salesperson with an independent drive to create new business opportunities through cold calling, networking and relationship building with partners to increase adoption of key strategic programs.
- A strategic thinker and innovative planner that can identify business opportunities and build positive partner relationships while seeking and cultivating new relationship accounts.

- An effective skillset for project management, including planning projects, assessing risks and opportunities, establishing budgets, communicating with stakeholders, negotiation, and troubleshooting problems.
- A natural ability to work independently from a home office and collaboratively within a matrix organization, seamlessly engaging across and within the department's structure.
- An ability to travel within territory (Arkansas and eastern Oklahoma) for partner meetings and regionally for team meetings. Residency in Arkansas is required, and preferably in the Little Rock or Bentonville, Arkansas communities.

Midwest Dairy represents 4,000 dairy farm families to 39 million consumers across our region. We work on their behalf to build dairy demand by inspiring consumer confidence in our products and production practices. For more information, visit [MidwestDairy.com](https://MidwestDairy.com).

## Job Description Midwest Dairy

**Job Title:** Manager, Sustainable Nutrition Business  
**Department:** Unit South  
**Reports to:** Vice President, Business Unit  
**Date:** Operations March 2024

**PURPOSE:** Build relationships with key partners to grow trust in dairy's science-based contributions to the planet, people, and the community.

### KEY RESULT AREAS:

<b>A.</b>	<b>Engage and leverage sustainability thought leaders identified as trusted and influential voices to amplify the role of dairy in an environmentally sustainable food system.</b>	<b>70%</b>
	<ol style="list-style-type: none"> <li>1. Network and build relationships with sustainability thought leaders to identify credible and influential voices.</li> <li>2. Deliver dairy's sustainable nutrition story in gatherings of sustainability thought leaders.</li> <li>3. Organize and host experiential learning opportunities to showcase dairy's role in a sustainable food system.</li> <li>4. Activate sustainability thought leaders as a trusted and influential voice to share dairy's story.</li> </ol>	<p>*</p> <p>*</p> <p>*</p> <p>*</p>
<b>B.</b>	<b>Expand adoption and usage of science, technology, engineering, and math (STEM) high school resources.</b>	<b>20%</b>
	<ol style="list-style-type: none"> <li>1. Advance relationships with key STEM partners, decision makers, and influencers.</li> <li>2. Organize and host experiential learning opportunity(ies) to increase usage of food and agriculture educational resources with STEM leaders influencing high school science curriculum.</li> </ol>	<p>*</p> <p>*</p>
<b>C.</b>	<b>Keep dairy relevant with health and wellness thought leaders by sharing content and science on dairy's role in a sustainable food system.</b>	<b>10%</b>
	<ol style="list-style-type: none"> <li>1. Maintain relationships with influential health and wellness individuals, organizations, agencies, and/or coalitions by sharing turnkey resources and learning opportunities highlighting dairy's role in health.</li> <li>2. Share turnkey resources to promote dairy's essential role in school meals with school nutrition stakeholders using the Dairy Experience-led communications and established toolkits.</li> <li>3. Monitor local nutrition issues and trends.</li> <li>4. Act to distribute resources and participate in crisis management, as needed.</li> </ol>	<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 nutrition, dietetics, environmental science, education or other relevant area of study and a minimum of at least 5 years of work experience in related fields such as health promotion, nutrition or environmental education, communications or public relations in the food or agriculture industry. Dietitians must be registered and, where required, licensed. Experience in external customer or partner relationship management is required.

### **Knowledge, Skills, and Abilities**

#### ***Knowledge:***

1. Knowledge of nutrition principles and guidelines established by government entities.
2. Knowledge of or ability to learn how to communicate dairy's sustainable nutrition story with partners to reach consumers.
3. Knowledge of general business processes and acumen to include financial and budget management; result evaluation (e.g., return on investment); and marketing principles.
4. Knowledge of the dairy industry.

#### ***Skills:***

1. Skill of developing and maintaining positive relationships with external partners and farmers.
2. Skill of organizing and directing the efforts of outside vendors and consultants.
3. Skill of project management, delivering against objectives, and evaluating results.
4. Skill of budget management, planning, and effectively managing resources.
5. Skill in use of the Microsoft 365 suite of apps (e.g., Outlook, Word, Excel, PowerPoint, OneDrive, Teams, SharePoint, Dynamics, etc.).
6. Skill of storytelling through written and oral communication to relate project outcomes to both partners and stakeholders.
7. Skill of problem solving by determining and evaluating alternatives that would correct a situation.

#### ***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 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.
3. Ability to travel with occasional overnight stay.
4. Ability to think creatively and generate unique ideas/concepts from one's own thought, imagination, or experiences.
5. Ability to analyze data to understand driving forces in markets.
6. Ability to make decisions by selecting a course of action while considering appropriate variables.
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 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.

**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 or home office environment. The noise level in the work environment is quiet to moderate.