

Statement of Work Midwest Dairy

Job Title: Coordinator, Iowa Dairy Princess Program

Department: Business Units

Reports to: Manager, Farmer Relations or Vice President, Business Unit Operations

Date: November 2023

Purpose: Consultant is responsible for coordination and implementation of all aspects of the dairy princess program in Iowa to enhance consumer awareness of the dairy industry and inspire consumer confidence in dairy foods and farming, helping to increase demand for dairy products.

General Responsibilities Include

Coordinate state dairy princess and alternate dairy princess appearances and activities.

1. Serve as contact person for dairy princess appearance requests and questions.
2. Coordinate school, public, and media activities where dairy key messages can be delivered to audiences; track activities.
3. Coordinate the new princess orientation and state princess orientation.
4. Develop and review speeches, talking points, news articles and social media updates to ensure key messages are accurate and relevant to specific audiences such as consumers, youth and producers.
5. Ensure dairy princesses have acceptable travel arrangements and an appropriate chaperone.
6. Monitor performance of the dairy princesses and provide ongoing feedback/coaching to reinforce desired message delivery.
7. Anticipate and plan for needed resources to support dairy princesses activities during the year.

Coordinate all aspects of the Iowa Dairy Princess contest.

1. Prepare and distribute information to eligible candidates.
2. Plan and coordinate judging process, including the selection of judges.
3. Organize the development and distribution of princess information, including contest coordinator handbooks, and rules brochures to local boards and county coordinators.
4. Plan and direct banquet and coronation program.
5. Manage all aspects of the princess program at the Iowa State Fair, including coordinating the appearance schedule, working with other vendors, contractors and staff as needed, coordinating accommodations for princess finalists.

Provide administrative support, manage the princess budget and coordinate the work of the princess committee.

1. Implement Division Board policies established for the state dairy princess programs.
2. Update and maintain the list of county and breed dairy princesses.
3. Prepare and provide monthly program update for Farmer Relations Manager and help evaluate effectiveness of princess activities.
4. Prepare and manage budgets for the program; report any budget variances or adjustments to the Farmer Relations Manager and accounting department
5. Provide direction to and coordinate the work of Iowa Princess Council, including appointments process and Iowa Division Board reporting; work in coordination with Iowa Farmer Relations team.
6. Respond to inquiries about princess program, local activities, and rules clarifications.