

**Job Description
Midwest Dairy Association**

Job Title: Senior Manager, Business Insights and Data Analytics

Area of Emphasis: Dairy Experience Department

Reports To: COO

Date: November 2021

Purpose: This position is responsible for steering Midwest Dairy’s efforts to conduct market research, interpreting consumer insights, and directing systems to measure outcomes of its strategic plan. It includes supply business insights for strategic planning, developing primary research projects, and analyzing data. The role provides application recommendations for Midwest Dairy and its partners and leads efforts to package and disseminate research and insights for partners and internal audiences. Leads measurement of consumer sentiment through attitudinal surveys and other tools.

Key Results Areas

A.	Provide overall leadership and expertise for market research initiatives and consumer insights gathering that guides Midwest Dairy’s strategic choices.	35%
	<ol style="list-style-type: none"> 1. Develop and maintain a plan of research that includes syndicated data suppliers, primary research projects and other sources of intelligence. 2. Collaborate with Midwest Dairy’s strategic leadership team to ensure the design, planning and execution of all market research and consumer insights support Midwest Dairy’s strategic needs. 3. Advise strategy leaders and business unit implementation staff with fact-based insights synthesized from quantitative and qualitative data to provide actionable guidance for strategic and tactical choices. 4. Evaluate and manage market research vendors and other data providers that provide actionable resources and cost-effective services. 	* * * *
B.	Lead initiatives that integrate research and insights with performance measures to help Midwest Dairy optimize strategic outcomes.	30%
	<ol style="list-style-type: none"> 1. Plan and lead research designed to quantify consumer sentiment (trust) within the Midwest region; use sentiment trends to recommend actionable opportunities for strategy and implementation along with identifying research or insights gaps. 2. Collaborate with other Dairy Experience strategy leads to analyze consumer sentiment (trust) metrics overlaid with sales data (including IRI data and Midwest Dairy project metrics) to assess wholistic impact of the strategic plan. 3. Collaborate with COO to coordinate methodology and tools for measurement reporting (e.g. CRM customization, scorecard reporting, etc.) 4. Provide measurement updates to staff or farmer shareholders. 	* * *
C.	Lead dissemination of research and insights to staff, shareholders, partners and other dairy checkoff organizations.	25%
	<ol style="list-style-type: none"> 1. Package and disseminate research and insights for partners or shareholders (e.g. farmers, Midwest Dairy Foods Research Center,) and supply insight and resource updates for staff. 2. Supply the voice of the consumer and be a visible thought leader through insights-driven presentations, newsletters, digital media content, news media interviews or other leadership opportunities that arise with industry organizations. 3. Serve as a liaison and subject matter expert within the dairy checkoff federation to enhance collaborations with Dairy Management Inc and other state and regional organizations. 	* * *
D.	Participate in strategic planning, evaluation, and budgeting process.	10%
	<ol style="list-style-type: none"> 1. Provide leadership and input for annual strategic planning to represent long-term vision with expertise and insights. 	*

<ol style="list-style-type: none"> 2. Provide leadership and strategic insights to Midwest Dairy internal work groups. 3. Recommend emerging opportunities, trends and issues for consideration. 4. Assist COO with preparation of budget planning and preparation of budget tools. 5. Manage assigned budgets to assure effective use of financial resources. 6. Provide strategic thinking to operations portion of the organization that impact evaluation methods, contact relationship management tracking and other needs. 	<p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p> <p style="text-align: center;">*</p>
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* = 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:

- Qualifications Minimum: Bachelor's degree or higher from an accredited institution • Minimum of 6 years of experience in marketing, marketing research, economics, or analytics
- Business background, coursework, certification, or prior experience in business-to-business marketing, sales, project management, data analysis, data software, communications

Preferred: MBA, Marketing Research or related study from an accredited institution. 3+ years of specific experience in marketing research/consumer and customer insights with strong experience and demonstrated success in B2B and B2C Experience with digital analytic tools. Experience in consumer research with a Consumer Package Goods (CPG) company.

Knowledge, Skills and Abilities Required:

Knowledge:

1. General knowledge of the dairy and/or food industry for application in relationships with industry.
2. Knowledge of core marketing strategies and ability to adapt this knowledge to dairy marketing opportunities.
3. Knowledge of survey and research methodologies, evaluation design and/or analysis models.
4. Knowledge of public relations, various media alternatives and promotional techniques to effectively convey messages to targeted audiences.
5. Knowledge of database management and data collection software or tools.

Skills:

1. Skill of performing quantitative and qualitative analysis, including experience with various digital analytics tools.
2. Skill of organizing and directing a work effort of others without direct authority or reporting lines and accomplishing a goal on time and within budget, including efforts of outside suppliers.
3. Excellent communication skills including ability to write, present, and publish written technical and marketing materials.
4. Consultative skills and the ability to influence peers and businesses with fact-based storytelling
5. Skill of developing and maintaining positive relationships with external and internal customers.
6. Skill in negotiating with vendors to meet price and performance needs utilizing compromise, persuasion, rationale and diplomacy.

Abilities:

1. Ability to present both self and ideas, orally or in writing, using knowledge and the perspective of the audience so that they are understandable and credible.
2. Highly organized, able to handle multiple concurrent projects, self-motivated, able to operate effectively in a collaborative environment, with analytical skills.
3. Ability to work cooperatively and collaboratively with a team of individuals.
4. Ability to give attention to detail.
5. Ability to maintain discipline needed to work in a home office setting.
6. Ability to think creatively and generate unique ideas/concepts from one's own thought, imagination or experiences.
7. Ability to make decisions by selecting a course of action while considering appropriate variables.

8. Ability to identify and establish departmental budgets for a given period of time by projecting needs and estimating expenses; ability to take corrective action when results differ significantly from plan.

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. The noise level in the work environment is quiet to moderate.