

Manager, Marketing Communications

Midwest Dairy is seeking a dynamic, motivated individual to join our team as a **Manager, Marketing Communications**. Applicants must have at least five years of experience in the field working with decision makers in marketing communications or public relations. Experience in external partner relationship management is essential for success.

Residency is expected within the Business Unit South region (Arkansas, Kansas, Missouri, or eastern Oklahoma*). Applicants must be able to easily accomplish work/travel in designated states within our Business Unit South region for partner and organization activities. **This position is remote.**

In this role, you will use your expertise in marketing communications to work with and through consumer-facing partners sharing engaging content and creating experiences to increase trust and sales of dairy. The key responsibilities will be to lead partnerships that deliver dairy sustainability and nutrition messages in critical channels to reach adult and adolescent consumers as well as provide marketing communications consultation to business unit colleagues to support their project needs.

Examples of past projects completed by marketing communications team members across Midwest Dairy include:

- Cultivating relationships with [university partners](#) to reach Gen Z audiences [through meaningful omni-channel projects](#).
- Delivering messages through a network of [always-on cultural influencers](#) to maximize reach with Gen Z consumers.
- Collaborating with interdisciplinary team members to provide expert messaging consults during partnership work in [retail business development](#), [sustainable nutrition](#), and [farmer relation](#) sectors.
- Supporting [state fairs](#) through development of messaging campaigns and maintaining effective communication.
- Engaging partners to share dairy's story in [meaningful channels](#).
- Engaging [existing coalition groups](#) to maximize reach with adults and Gen Z consumers.
- Managing vendors supporting the implementation of annual marketing plans, including event planning and project management.

The ideal candidate will have the following profile:

- A strategic relationship builder with a drive to create new partnership opportunities through networking and collaboration.
- An innovative implementer with an effective skillset for project management including planning projects, assessing risks and opportunities, establishing budgets, communicating with stakeholders, and troubleshooting problems.
- A proficient communicator with experience in AP style.
- An experienced writer with the ability to tell stories that resonate with a target audience.
- A natural ability to work independently and collaboratively within a matrix organization, seamlessly engaging across and within the structure.
- An ability to travel within territory for partner engagement (Arkansas, Kansas, Missouri, and eastern Oklahoma) and regionally for team meetings.

Midwest Dairy represents 4,400 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.

**If an Oklahoma resident, must reside in Midwest Dairy's territory in eastern Oklahoma, which includes the following Oklahoma counties: Adair, Atoka, Bryan, Cherokee Choctaw, Craig, Creek, Delaware, Haskell, Latimer, Le Flore, Mayes, McCurtain, McIntosh, Nowata, Okfuskee, Okmulgee, Osage, Ottawa, Pawnee, Pittsburg, Pushmataha, Rogers, Sequoyah, Tulsa, Wagoner, Washington.*

**Job Description
Midwest Dairy**

Job Title: Manager, Marketing Communications
Department: Business Units
Reports To: Vice President, Business Unit Operations

Purpose:

Using expertise in marketing communications, work with and through high impact consumer facing partners sharing engaging content and experiences to increase trust and sales of dairy.

KEY RESULT AREAS:

A.	Lead partnerships delivering dairy sustainability and nutrition stories in the most critical channels to reach adult consumers and adolescents.	85%
	<ol style="list-style-type: none"> 1. Deliver core messages through a network of always-on cultural influencers to maximize reach with Gen Z consumers. 2. Implement annual marketing plans with college/university audiences. 3. Implement annual marketing plans with high school audience outside of the school day. 4. Deliver core messages through State Fairs to an adult and adolescent audience. 5. Engage with existing coalitions to maximize reach with adult consumers and adolescents. 6. Manage vendors supporting the implementation of annual marketing plans, including event planning and project management. 7. Monitor local consumer and industry issues and trends. 8. Act to distribute resources and participate in crisis management, as needed. 	<p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p> <p>*</p>
B.	Serve as a marketing communications consultant and resource for department and partner specific needs.	15%
	<ol style="list-style-type: none"> 1. Acts as the communications consultant on consumer messaging with partner activations. 2. Acts as key liaison with Corporate Communications department to share business unit specific content and develop communication tactics for various forms of farmer communications. 3. Prepares farmer shareholders to incorporate farmer voices in consumer facing events and programs. 	<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 journalism, public relations, marketing communications or other related area of study.
- A minimum of at least 5 years of work experience with marketing communications, journalism, or public relations.
- Experience responding to media inquiries, writing press releases, and pitching media.

Knowledge, Skills and Abilities

Knowledge:

1. Knowledge of general business processes and acumen to include financial and budget management; result evaluation, (e.g., return on investment); and marketing principles.
2. Knowledge of advanced communication principles to ensure communication efforts are effective.
3. Knowledge of the dairy industry, for application in relationships with industry; helpful but not required.

Skills:

1. Skill of organizing and directing the efforts of outside vendors and consultants.
2. Skill of writing and editing for media in AP style and use of social media platforms.
3. Skill of developing and maintaining positive relationships with external partners and farmers.
4. Skill of project management, delivering against objectives, and evaluating results.
5. Skill in use of the Microsoft 365 suite of apps (e.g., Outlook, Word, Excel, PowerPoint, OneDrive, Teams, SharePoint, Dynamics, etc.).

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 as credible.
3. Ability to organize and complete duties independently to meet goals without direct supervision.
4. Ability to identify and communicate opportunities, key messages, and resources to different audiences.
5. Ability to work cooperatively and collaboratively with a team of individuals to make the group successful and effective.
6. Ability to travel with occasional overnight.
7. Ability to think creatively and generate unique ideas/concepts from one's own thought, imagination or experiences.
8. Ability to make decisions by selecting a course of action while considering appropriate variables.
9. Ability to prepare others for media and or consumer engagement.

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.