

## Center for Dairy Excellence: Position Description Form

Position Description: Communications & Marketing Manager	June 2016
Location: Central Pennsylvania	Closing Date: June 30, 2016
Position to which this role reports:	Executive Director

### Qualifications

Education:	Bachelor's Degree in Agriculture, Communications or Marketing
Work Experience:	Knowledge of dairy industry and minimum of three to five years' experience in dairy marketing and/or communications related field, with experience in managing comprehensive communications and/or brand development programs preferred.
Special Skills:	Strong written and interpersonal communications skills are essential; Must have comprehensive understanding of developing, executing and managing broad-based communications and marketing strategies, including web-based, multi-media, social and print communications; Relationship-Building Skills are also essential, as well as the ability to manage multiple tasks and projects. Must bring energy and creativity to the role.
Schedule Requirements:	This position requires some day travel across the state, with minimal overnight travel. Ideally, this position would report to Harrisburg office 2 to 3 days a week.

### Scope

- This full-time salaried position will provide broad oversight of the center and the center foundation's branding, event and program marketing, and communications initiatives, as well as oversight of the center's processor outreach initiatives associated with the PA Preferred partnership with the Pennsylvania Department of Ag Bureau of Market Development.

### Main Purpose(s) of the Job

- Plan and lead outreach through multi-media strategy to Pennsylvania dairy farms and allied industry representatives on behalf of the Center for Dairy Excellence and Center for Dairy Excellence Foundation. This would include oversight of a comprehensive media calendar and development of press releases, columns, electronic newsletters, online messaging and other components of the multi-media strategy.
- Oversee development, updating and maintenance of websites and apps managed by the Center for Dairy Excellence, including the Pennsylvania Dairy Summit website and app hosted by the center and PDMP.
- Develop and execute marketing strategies for center programs and resources, which would include developing marketing plans, brochures, signage, display materials and other promotional pieces as needed.
- Serve as a communications liaison for key stakeholders of the center, assisting the executive director in regularly updating and representing the center with Allies for Advancement, Foundation Donors, Partners and other key industry organizations.
- Provide oversight and coordination of the "broad industry support and processor communications" components of the Pennsylvania Dairy Promotion Program Partnership with the foundation, including coordinating efforts with ADA North East and sharing checkoff benefits with respective audiences.
- Establish and maintain key relationships with fluid milk processors and retailers in Pennsylvania to provide marketing resources that increase the sales of Pennsylvania milk and dairy products.
- Collaborate with the Pennsylvania Department of Ag Bureau of Markets to increase the use of Pennsylvania Preferred local branding programs in the dairy product categories and assist with dairy awareness aspects of Pennsylvania Farm Show on behalf of PA Preferred.

## Description of Position

- This would be a full-time position that would require some day travel and approximately 40 hours a week.
- The position would be salaried with benefits.
- The Center for Dairy Excellence offers a comprehensive benefits package with vacation, 401K, life insurance and health insurance opportunities.

## Organization

A 501C6 non-profit organization established to provide leadership to Pennsylvania's dairy industry through effective, coordinated use of people, resources and partnerships to improve profitability for dairy farms and individual business, while strengthening the broader dairy industry. The center's mission is to empower the people, create the partnerships and coordinate the resources to grow dairy profitability in Pennsylvania. The center also provides leadership and programming for the Center for Dairy Excellence Foundation of Pennsylvania, a 501C3 non-profit charitable organization. A fifteen-member Board of Directors provides leadership to the Center for Dairy Excellence. A nine-member Board of Directors provides leadership in relation to the Center for Dairy Excellence Foundation. The Center works closely with the Pennsylvania Department of Agriculture and numerous allied industry personnel. In addition to the Communications and Marketing Manager position, the center has three other full-time positions and three part-time positions, with other work contracted out on the behalf of the organization as needed.

## To Apply:

***Resumes, cover letters and references should  
be sent, by June 30, 2016, to:***

Center for Dairy Excellence, c/o Melissa Anderson  
2301 North Cameron Street, Harrisburg, PA 17110, or by email to: [manderson@centerfordairyexcellence.org](mailto:manderson@centerfordairyexcellence.org)

For more information about this position, please contact the Center for Dairy Excellence at 717-346-0849.