



# Job Description

Position Title:	Integrated Communications Coordinator	FLSA Exemption Classification:	Non-Exempt
Reports to:	Vice President of Integrated Communications	Last Updated:	December 2021

## POSITION SUMMARY:

Reporting directly to the Vice President of Integrated Communications, the Integrated Communications Coordinator supports the global vision and partner strategy across the dairy industry. This role advances regional interests through the implementation of strategies and execution of tasks for Dairy West's Integrated Communications initiatives. This role supports communication efforts for the Dairy West and Unbottled brands and collaborates with other Dairy West programs and external partners. Using traditional and digital media, the Integrated Communications Coordinator creates content that resonates with various audiences to inspire trust in dairy products and dairy farming and build demand and sales of dairy foods.

The Integrated Communications Coordinator values teamwork and embraces diverse responsibilities. This position requires strong organizational skills to ensure communication and marketing tasks are executed properly. This position supports strategic planning and is encouraged to provide innovative solutions and creative initiatives.

The Integrated Communications Coordinator exhibits behaviors expected of all Dairy West employees, including the highest levels of job performance and professional conduct. Additionally, the Integrated Communications Coordinator is open to regular feedback and adapts to change with ease and enthusiasm. This position requires the ability to work independently and communicate effectively to keep projects and programs operating in a consistent, efficient manner.

## RESPONSIBILITIES:

- Provides support to execute the strategic plan as directed by the Vice President of Integrated Communications
- Creates written and visual content for social media, websites, newsletters and print publications supportive of the strategic plan, editorial calendar, and current initiatives
- Craft stories for printed and digital formats about dairy farmers and their families, dairy nutrition and products, sustainability, and community involvement
- Proofreads content created by Dairy West team members for accuracy and brand consistency
- Contributes to an editorial calendar to ensure consistency, timeliness, and overall team awareness of activities and communications content
- Ensures current creative, informational, and brand assets are available to Dairy West staff
- Keeps websites and social media accounts current with events, contact information, and content
- Identifies opportunities for promotion or communication based on current news or trends
- Maintains positive working relationships with the intent of building a cohesive community to foster industry growth and advancement

- Provides exceptional service and exhibits strong professional behavior when working with Dairy West colleagues and partners
- Builds consumer confidence in the nutritional benefits and sustainability of dairy products through messaging, social media, digital storytelling, and collateral materials
- Represents Dairy West at relevant events to build the understanding and value of the dairy checkoff
- Participates in promotional and educational events as determined by the Dairy West strategic plan
- Stays current on industry-wide developments and success stories to generate new ideas for content and consumer engagement
- Performs other duties as assigned

### **EXPECTATIONS:**

- Works collaboratively to achieve success
- Demonstrates a mindset of service and helpfulness to others
- Shows a propensity to be action-oriented and appreciates a fast-paced, variable work environment
- Shows respect for others and has caring, direct conversations when necessary
- Builds trusting relationships both within and outside of the Dairy West organization
- Clearly communicates the value of checkoff and our programming
- Executes all job functions with a commitment to excellence
- Proactively offers solution-oriented innovation
- Prioritizes and manages workload effectively
- Keeps the farmer investment top of mind, always
- Takes risk in pursuit of excellence
- Demonstrates a high level of curiosity and willingness to pursue professional development
- Takes ownership for individual success within the organization

### **QUALIFICATIONS:**

- Minimum of a bachelor's degree; or a high school diploma plus three years of experience in a field that supports the responsibilities of the position
- Strong verbal and written communication skills
- Understanding of professional use for digital communications, including content management systems for websites, email marketing platforms, and social publishing tools
- Understanding of the principles of social media strategy and tactics
- Familiarity with AP Style
- Experience creating written or visual content for public audiences
- Confident and self-aware; exhibits strong soft skills, such as emotional intelligence, listening skills, and stress management
- Comfort with current technology, including Microsoft 365