

Job Description

Position Title:	Coordinator – Retail Projects	FLSA Exemption Classification:	Non-Exempt
Reports to:	Manager – Business Development, Retail	Last Updated:	May 2025

POSITION SUMMARY:

Reporting to the Manager – Business Development, Retail, the Coordinator – Retail Projects supports the development and implementation of retail promotional campaigns to drive demand. The coordinator works with our internal Business Development and Marketing team and with external partners and retailers to ensure project timelines are met. Success in this role requires the ability to coordinate multiple projects, be an excellent communicator, and work well under tight deadlines.

The Coordinator – Retail Projects exhibits behaviors that are expected of all Dairy West employees, including exceptional organizational skills and self-motivation, cross-team collaboration, and solution-based innovation. Additionally, this position embraces diverse responsibilities, is open to regular feedback, and adapts to change with ease and enthusiasm.

The Coordinator – Retail Projects remains absolutely committed to Dairy West’s mission, vision, and core values in addition to providing leadership and encouraging collaboration across the organization.

RESPONSIBILITIES:

- Supports the planning, coordination, and execution of in-store and digital retail marketing campaigns, including seasonal and tentpole activations
- Serves as a liaison with retail partners, store teams, vendor reps, and event organizers to ensure seamless communication and alignment
- Works closely with creative, marketing, and retail teams to ensure timely delivery of campaign components and alignment on objectives
- Coordinates the logistics, inventory, and distribution of signage, displays, point-of-sale (POS) materials, and promotional assets
- Assists with the execution and tracking of digital retail activations on platforms like Instacart, retailer media networks, and e-commerce channels
- Coordinates Dairy West’s participation in food shows, in-store sampling, and special events—including materials, scheduling, shipping, and on-site support
- Delivers creative and brand assets to media partners and retailers, ensuring alignment with brand guidelines and campaign strategy
- Supports light reporting, recap documentation, budget tracking, and invoice processing for campaign and event-related activities
- Maintains internal trackers, databases, timelines, and meeting documentation to support team alignment and project flow
- Suggests solutions to meet partner and organizational needs in innovative ways
- Adapts work tasks, steps, and schedules to meet changing priorities
- Performs other duties as necessary

EXPECTATIONS:

- Reflects the behaviors associated with Dairy West's core values of trust, action and stewardship
- 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
- 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 in marketing/related field; or a high school diploma plus [3] years of experience in a field that supports the responsibilities of the position
- Basic understanding of marketing principles, event coordination, and/or retail operations
- Experience in social media content support or e-commerce platforms preferred
- Passion for food, dairy, and promoting agriculture preferred
- Strong technology skills, including proficiency in Microsoft Office Suite (Excel, Word, PowerPoint), familiarity with Google Workspace (Docs, Sheets, Drive) and customer relationship management (CRM) systems such as Salesforce
- Good verbal and written communication skills, including public speaking
- Good project management skills and attention to detail
- Ability to work independently and as part of a team