



Job Description

Position Title:	Vice President Integrated Communications	FLSA Exemption Classification:	Exempt
Reports to:	SVP Strategic Communications	Last Updated:	May 2021

POSITION SUMMARY

Reporting directly to the Senior Vice President of Strategic Communications, the Vice President of Integrated Communications serves as a spokesperson for Dairy West’s industry and consumer facing brands. This position provides leadership direction for the Integrated Communications functional area and oversees internal and external communication strategies to ensure alignment with the mission and vision of the organization. In addition to leading the integrated communications team, the Vice President of Integrated Communications serves as the crisis lead for Dairy West and directs public relations and media relations opportunities.

The Vice President of Integrated Communications 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 Vice President of Integrated Communications remains absolutely committed to Dairy West’s vision and core values in addition to providing leadership and encouraging collaboration across the organization.

RESPONSIBILITIES:

- Leads the Integrated Communications functional area and establishes goals and objectives that support continuous growth and development
- Provides coaching, mentoring, recommendations, feedback, and support to team members across the organization
- Serves as a champion for company culture and values to promote business and employee excellence
- Makes decisions to protect, preserve, and enhance Dairy West’s assets
- Embraces the regional, national, and global vision and partner strategy across the dairy industry and provides leadership among colleagues
- Participates in ongoing strategy development, effective management, decision-making, staff communication, and other activities to build organizational culture and support the achievement of overall goals
- Manages strategic processes to ensure consistency in communication and brand clarity across the organization
- Develops and manages a media relations strategy (both social and traditional) to support the organization’s opportunities for continued relevant storytelling
- Assists staff and dairy producers in preparing media interviews, public presentations, and other speaking engagements
- Directs metrics and analytics reporting
- Works with the Senior Vice President of Strategic Communications to establish the budget strategy
- Oversees the Integrated Communications’ functional area budget to align with strategic priorities

- Supervises and manages partner relations and oversees memorandums of understanding, letters of agreement, creative estimates, and appropriate contracts
- Maintains the organization's strategic crisis management plan that prepares our team and dairy industry partners
- Serves as a leader within the industry by being well-informed of current industry trends, issues, and initiatives
- Serves as a lead media spokesperson for Dairy West
- Engages as a key member of the Strategic Leadership Team
- 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 plus 10 years of experience in a field that supports the responsibilities of the position, or any equivalent combination of education and experience
- Strong understanding of topic-related scientific research and methodology, including design, analysis and application
- Master's degree preferred
- Minimum of three years management and supervisory experience required
- Results-driven personality with a skill for leading and motivating others
- Possess a sound understanding of the media and consumer landscape
- Exceptional verbal and written communication skills; comfortable with public speaking
- Exhibits exceptional skills in the area of emotional intelligence, conflict resolution and stress management
- Results-driven personality with a skill for leading and motivating others
- Strong technology skills, including proficiency in Microsoft Office products and CRM management