

Job Description

Position Title:	Vice President - Marketing & Communications	FLSA Exemption Classification:	Exempt
Reports to:	Chief Executive Officer (CEO)	Last Updated:	July 2025

POSITION SUMMARY:

Reporting directly to the Chief Executive Officer (CEO), the Vice President – Marketing & Communications is a visionary leader responsible for shaping and executing Dairy West’s marketing and communications strategy across the entire region. This position leads the Marketing & Communications functional area and serves as the hub for internal and external communication strategies that align with the mission and vision of the organization. A strong understanding of both B2B and B2C marketing, as well as experience managing agency and third-party relationships, is essential.

The Vice President - Marketing & Communications provides senior-level leadership for the Utah Division of Dairy West. This position is responsible for leading the Draper, Utah office, supporting local team engagement, and coordinating cross-office alignment. Additionally, this role acts as the primary liaison to the Utah Dairy Commission board, ensuring Utah’s farmer stakeholders are well-represented, the unique identity of Utah producers is preserved, and the Utah market is thoughtfully reflected in regional strategy development.

This position requires a leader who is well-versed in managing diverse functional teams and fostering collaboration internally and externally. A strong understanding of agriculture communications and/or community program marketing is preferred. The ideal candidate will work diligently to build demand and inspire trust in dairy products and dairy farming, leveraging data to shape campaigns and messaging.

In addition to leading the functional area, this role serves as the crisis lead and is the voice of Dairy West’s brand and consumer marketing strategy while guiding public relations and media relations opportunities. This position manages a diverse array of projects and relationships and aims to communicate and execute strategy clearly both within the functional area and across the organization while supporting and building relationships with stakeholders and partners.

The Vice President - Marketing & Communications exhibits behaviors that are expected of all Dairy West employees, including the highest levels of job performance and professional conduct. Additionally, this position embraces diverse responsibilities, is open to regular feedback, and adapts to change with ease and enthusiasm. The Vice President - Marketing & Communications is committed to Dairy West’s vision and core values in addition to providing leadership and encouraging collaboration across the organization.

RESPONSIBILITIES:

Strategic Leadership & Vision

- Develop strategic vision for the Marketing & Communications functional area and establish goals and objectives that support continuous growth and development
- Participate in ongoing strategy development, effective management, decision-making, staff communication and other activities to build organizational culture and support the achievement of overall goals
- Serve as a leader within the industry staying well-informed of current industry trends, issues and initiatives
- Engage as a key member on the Executive Management Team

Marketing & Communications Oversight

- Oversee Marketing and Communications' functional area budget to align with strategic priorities
- Lead tactical communications strategy to ensure consistency in message and brand clarity across the organization
- Manage strategic processes to ensure communication and brand consistency across all platforms
- Lead the development of performance metrics that demonstrate the impact of marketing and communications efforts on consumer perception and trust in dairy, with regular reporting tailored to farmer funders
- Develop and manage a media relations strategy (both social and traditional) to support the organization's opportunities for continued relevant storytelling
- Guide public relations and media relations strategies, including crisis communication
- Lead communications training opportunities
- Direct and manage relationships with agency partners based on strategic priorities, including estimates, memorandums of understanding, letters of agreement and contracts

Team Leadership & Culture

- Provide coaching, mentoring, recommendations, feedback and support to team members across the organization
- Manage and support direct reports across the region to maintain cohesion and performance across the regional team
- Serve as a champion for company culture and values to promote business and employee excellence

Utah Market & Stakeholder Engagement

- Lead the Utah Division and Draper, Utah Office overseeing team engagement and cross-office coordination in alignment with regional objectives
- Act as primary liaison to the Utah Dairy Commission board, ensuring local farmer priorities are represented in Dairy West's programming and communications
- Provide expertise and insight into the Utah market during strategic planning to ensure market relevance and efficacy

Crisis Management & Public Representation

- Maintain the organization's strategic crisis management plan that prepares our team and dairy industry partners
- Make decisions to protect, preserve and enhance Dairy West's assets
- Assist staff and dairy producers in preparing for media interviews, public presentations and other speaking engagements

General

- Perform other duties as necessary

EXPECTATIONS:

- Reflect the behaviors associated with Dairy West's core values of trust, action and stewardship
- Work collaboratively to achieve success
- Demonstrate a mindset of service and helpfulness to others
- Show a propensity to be action-oriented and appreciate a fast-paced, variable work environment
- Show respect for others and has caring, direct conversations
- Build trusting relationships both within and outside of the Dairy West organization
- Communicate the value of checkoff and our programming clearly
- Execute all job functions with a commitment to excellence
- Proactively offer solution-oriented innovation
- Prioritize and manage workload effectively
- Keep the farmer investment top of mind, always
- Take risks in pursuit of excellence
- Demonstrate a high level of curiosity and willingness to pursue professional development
- Take 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
- Master's degree preferred
- Minimum of 5 years supervisory experience required
- Strong understanding of current marketing and communications tools and strategies
- 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 soft skills, such as emotional intelligence, conflict resolution and stress management
- Strong technology skills, including proficiency in Microsoft Office products, design and media production software, including Adobe CC and CRM management