

POSITION DESCRIPTION

POSITION TITLE:	Manager of Farmer Relations – Alabama, Georgia and Mississippi
LOCATION:	Georgia
SUPERVISOR:	Assistant Director of Farmer Relations
EMPLOYEES SUPERVISED:	N/A
FLSA CLASSIFICATION:	Exempt

POSITION SUMMARY:

Responsible for managing state American Dairy Association organizations; planning, managing, implementing and evaluating local market events involving dairy farmers; developing key industry relationships; and establishing and maintaining active contact and communication with targeted leaders and partners necessary to accomplish the goals of the Unified Marketing Plan. Manages activities that help fulfill the mission of the Association: everything we do is market-focused and proactively promotes and protects the interests of the Southeast dairy farm families.

PROGRAM ACCOUNTABILITIES & RESPONSIBILITIES:

ACCOUNTABILITY 1: Manages state American Dairy Associations.

- a. Serves as Area Manager of the American Dairy Associations of Alabama, Georgia and Mississippi.
- b. Sets state board and annual meeting dates and oversees meeting arrangements; plans and conducts state board and annual meetings.
- c. Provides program, financial and other appropriate information to state boards of directors and dairy industry.
- d. Develops state ADA operations budgets, in conjunction with SUDIA's Director of Communications and Farmer Relations and Assistant Director of Farmer Relations.

ACCOUNTABILITY 2: Local events planning, management and evaluation.

- a. Responsible for planning, managing, and evaluating local events involving dairy farmers, including development of partnerships, coalitions, etc., and building necessary relationships to accomplish goals.
- b. Manages expenses and budgets for local events.
- c. Responsible for developing annual plan for local events in the assigned area, including development of goals for each event, working in collaboration with other team members and based on the farmer relations plan.

ACCOUNTABILITY 3: Communications and relationship building.

- a. Establishes and maintains relationships with key producers, industry contacts and organizations (e.g., Farm Bureaus, Departments of Agriculture, university dairy science departments, state dairy producer organizations, co-ops, independent groups) in support of promotion programs, through meetings and involvement in SUDIA events and programs.
- b. Conducts presentations and communicates the value of promotion programs to producers and other key groups.
- c. Meets one-on-one with producer contacts as assigned.
- d. Keeps supervisor informed of all member relations (including local events) program efforts, accomplishments and opportunities specific to projects and job accomplishments.
- e. Maintains awareness of activities and issues within the dairy industry impacting the SUDIA area and communicates same to supervisor.
- f. Reports contact information into contact management database.

ACCOUNTABILITY 4: Management of administrative responsibilities.

- a. Submits reports to supervisor and other appropriate staff in a timely manner. Provides monthly calendar and appropriate weekly, results management, auto, expense and other reports to appropriate personnel.
- b. If applicable, maintains home office including maintenance and operation of all equipment and exhibits.
- c. Maintains accurate and thorough records and files. This includes maintenance of information relevant to membership, etc.
- d. If licensed or certified in an area related to the position, maintain credentials related to position.

Performs other duties and responsibilities as necessary.

POSITION REQUIREMENTS:

Minimum Qualifications:

Ability to perform each essential duty satisfactorily. Requirements and competencies include, but are not limited to, those listed below which are representative of the knowledge, skill and/or ability required to perform this job.

Education or Experience: A minimum of a Bachelor’s degree in communications, agricultural science, agricultural economics, or related field from an accredited college or university. A minimum of three years’ experience in an agricultural related field. Dairy farmer/producer relations and program planning and management preferred.

Knowledge, Skills and Abilities

1. In-depth understanding of dairy industry, producers, and dairy products.
2. Ability to travel extensively, approximately 75% of the time, primarily within the three state territory and/or SUDIA region.
3. Ability to work independently without supervision.
4. Ability to make timely decisions in line with strategic goals; understands business implications of decisions. Ability to align activities with Company Mission, Vision, Values, Strategic Objectives and Policy Manual.
5. Ability to maintain confidentiality.
6. Good organizational skills required; ability to manage time effectively, prioritize and handle multiple tasks/projects, and meet deadlines.
7. Excellent interpersonal, verbal and written communication and customer service skills; demonstrated team-building ability. Special strength in relationship-building.
8. Knowledge of Microsoft Office Suite of software Programs (MS Word, PowerPoint, Outlook) and similar programs.
9. Ability to transport company promotional material and to lift heavy boxes of at least 25 pounds.
10. Ability to perform other duties and responsibilities as necessary.

Prepared by: _____ Date: _____
SUPERVISOR

Reviewed by: _____ Date: _____
STAFF MEMBER

Approved by: _____ Date: _____
GENERAL MANAGER

This position description in no way states or implies that these are the only duties to be performed by the employee. He or she will be required to follow other instructions and to perform other duties requested by his or her supervisor.

Revised 8/25/17