

Dairy Management, Inc.

Job Description

Position:	Coordinator, BUD/TL Support	Reports to:	As Assigned
Group:	USDEC – Shared Staff	Supervises:	None
FLSA:	Exempt	Supports:	As Assigned
Incumbent:	none	Date:	October 11, 2017

Purpose of Position: Work with Business Unit Directors (BUD) and Team Leaders (TL) to implement, as directed, cheese and ingredients marketing activities and programs in international markets.

Accountabilities & Activities:

Accountabilities

Examples of Activities

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| 1. Coordinate implementation of overseas marketing activities (trade shows, missions, seminars, etc.) | a) Liaise about activity scope and requirements with responsible BUD and TL as well as in-country staff, as appropriate |
| | b) Announce via appropriate media and assist with the recruitment of members to participate in activity. |
| | c) Coordinate all activity details and logistics (including venue rental, travel arrangements, event materials, vendors/consultants participation, etc.) |
| 2. Assist in development and organization of program materials, marketing collaterals and giveaways | a) Liaise about needs and requirements with responsible BUD and TL as well as in-country staff, as appropriate |
| | b) Assist with marketing collaterals content development, editing and formatting. Coordinate layout with design agency |
| | c) Manage in-office and warehouse inventories and filing systems to include organizing, tracking, purging, shipping, reordering, etc. |
| 3. Coordinate communication of programs and successes | a) Manage digital posting (Dairy Spotlight, Twitter, etc.) of customer-facing messaging |
| | b) Ensure that appropriate sections of the ThinkUSAdairy.org and USDEC.org websites are up-to-date (e.g. Supplier Directory, Activity Calendar, export data, e-Library, etc.). Create new content pages as needed. |
| | c) Assist with preparation of programs success stories for dissemination to industry stakeholders (farmers, members) and program funders (USDA/FAS) |
| 4. As part of BUD team, work on Annual Marketing Plan (UES) and Country Progress Reports (CPR) | a) Assist with UES and CPR on-line input, including proof-reading and finalization. |
| 5. Provide miscellaneous program/projects support | a) Coordinate sample sourcing and shipments to overseas markets for use at marketing events |
| | b) Field and track first-level customer inquiries and trade leads |
| | c) Maintain appropriate membership lists (for activity and other misc. announcements) |
| | d) Assist with travel arrangements, notetaking, photocopying, scanning, etc. |
| 6. Perform other duties as required | a) As assigned, support and receive direction from Business Unit Directors and Team Leaders |

Measures of Job Scope:

Semi-autonomous trade association with independent Board of Directors. Total budget exceeding \$28.8 million. Ongoing global market development and marketing programs. Cheese and Ingredient Product budget exceeds \$6 million. Scope of programs include retail and foodservice promotions, market research, trade and consumer education, buyer-seller match-ups, trade missions, trade seminars, participation in trade shows, and trade servicing.

Minimum Qualifications:

Education & Experience:	Bachelors Degree in Marketing or Business or at least 4 years of equivalent work experience
Knowledge, Skills & Abilities:	Strong analytical, written and verbal communication skills Highly organized with ability to work unsupervised Ability to multi-task Detail oriented Computer proficiency and data base management Event planning background preferred Ability to work in team environment Understanding of and sensitivity towards foreign cultures

Contact Information:

Interested candidates should contact

Charles Timpko
Senior VP – Operations
ctimpko@usdec.org