



Industry Promotion Specialist

The American Dairy Association North East (ADANE), a non-profit organization is looking for an Industry Promotion Specialist for developing and directing programs to support grassroots dairy promotion throughout the American Dairy Association North East region. The position will manage the New York State and New Jersey Dairy Princess program and provide direction, support and materials to the state dairy princess programs and local promotion groups in Pennsylvania, Maryland, Delaware, and northern Virginia. Additionally, the position will extend selected ADA North East programs in key local markets throughout the region.

Responsibilities:

- Collaborate with American Dairy Association North East teams to identify and implement selected retail, school, and communications programs in designated local markets to involve and include dairy farmers, dairy princesses, and dairy advocates.
- Manage New York State and New Jersey dairy princess programs by coordinating state and county pageants, training seminars and promotional support; maintain dairy princess incentive tracking and databases; and coordinate training, materials, and support for dairy princess programs in Pennsylvania, Maryland, Delaware, and northern Virginia.
- Develop and lead training workshops to empower state and county dairy princess/promotion groups to reach consumers with ADA North East consumer messages. Maintain regular contact with these target groups, provide them with timely and relevant resources, and coordinate dairy princess involvement in ADA North East activities and events.
- Manage farm tour/dairy promotion materials including taking, processing, and tracking orders and maintaining inventory of resources in appropriate quantities.
- Coordinate dairy princess functions at Empire Farm Days, New York State Fair, Cabot Open Farm Days, retail samplings and other events as appropriate.
- Build and maintain positive relationships with dairy farmers throughout the region to enhance awareness and support of dairy checkoff and its programs.
- Develop and maintain relationships with industry communications staff at DMI and other state/regional organizations.
- Manage industry relations budgets responsibly to assure effective and efficient use of funding.

Requirements

- Bachelor's Degree in agriculture, business, communications, or related fields.
- Two or more years of professional work experience in dairy or the agriculture industry.
- Two or more years of proven experience in coordinating events particularly in dairy or agriculture.

- Proven experience in leading and developing training workshops to empower individuals/groups to share information with consumers.
- Proven experience in working with volunteers of community events is preferred.
- Knowledge of dairy industry and agriculture in the American Dairy Association North East service region.
- Evaluation will be based on performance and results.
- Must have use of reliable, personal vehicle to travel as duties require local, regional, multi-state and national travel 50 percent of the time or more including weekends and some overnight.
- Expected to travel throughout the entire service region of American Dairy Association North East.
- Must have a valid Driver's License with a good driving record.

Skills and Abilities

- Ability to effectively create, compose, and present information and respond to questions.
- Ability to develop and deliver both oral and written presentations.
- Excellent command of English grammar and usage, in both written and oral communication skills.
- Strong organizational and prioritization skills including the ability to manage multiple projects and details simultaneously.
- Effectively lead projects from planning to successful completion.
- Strong knowledge of project management principles, practices, techniques, and tools.
- Ability to develop and maintain recordkeeping systems and procedures.
- Thorough attention to detail and accuracy of work.
- Must be a self-starter and reliable.
- Intermediate to advanced computer proficiency including word processing, data entry and reporting, spreadsheets, and presentations using standard software applications.
- Strong problem solving and troubleshooting skills with the ability to exercise mature judgment.

The position will be based within the American Dairy Association North East (ADANE) service region.

Benefits include Medical, Dental, Life, LTD insurances and 401(k) Retirement Plan.

To Apply: Please email your resume with cover letter to: JobIPS@milk4u.org

Visit us at www.americandairy.com

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