



Oregon

John A. Kitzhaber, MD, Governor

Oregon Dairy Products Commission

10505 SW Barbur Blvd
Portland, OR 97219-6853
503-229-5033
FAX 503-245-7916

OREGON DAIRY PRODUCTS COMMISSION POSITION ANNOUNCEMENT

The Oregon Dairy Products Commission is seeking a dynamic, seasoned professional to join our team to lead a comprehensive communications initiative on behalf of Oregon's dairy farm families and dairy processing community. In this newly created role, the selected individual will develop and implement the Commission's overall strategic communications plan within five key areas: internal and external messaging, media relations, industry relations, issues and crisis management; and a Consumer Confidence initiative

This is a senior management position and reports to the Executive Director. The Sr. Director of Communications supervises staff as assigned.

POSITION INFORMATION

Position Title:	Senior Director of Communications
Position Category:	Communications
Agency Number:	617000
Work Location:	Portland, Oregon
Position:	Full Time
Eligible for Overtime:	FSLA/No

PROGRAM/POSITION INFORMATION

The Oregon Dairy Products Commission (ODPC) was created in 1943 by an act of the State Legislature and represented the first industry in the state to request the authority to tax itself for the purpose of its own betterment through marketing, promotion, education and research. ODPC is one of Oregon's industry-funded commodity commissions that operate under the umbrella of the Oregon Department of Agriculture's (ODA) Commodity Commission Program, and whose statutory authority is provided specifically in ORS 576. The Commission is funded and directed by the Oregon dairy industry, with oversight by the Oregon Department of Agriculture.

Key Responsibilities:

Internal/External Messaging

- Incorporates a consistency of content development and messaging across the organization in multiple formats (social media, print, digital, web, mobile, speaking, in-person, video, and online).
- Ensures the Commission is current in the use of media including print, digital, Web, and social media. Incorporate traditional outreach and new media to achieve organizational goals.
- Ensures consistent brand coherence in positioning the organization within Oregon's dairy industry and with its connection to multiple audiences and influencers.
- Provides communications guidance to program areas, helping produce simple, clear, and consistent internal and external communications to various audiences.
- Develops strategies and directs activities to garner visibility for program successes in child health and wellness, schools, hunger initiative, health professionals, business development, dairy industry, and consumer reach.
- Establishes in-house program for creating internal story leads and providing talking points and testimonial guidelines.

Media Relations

- Serves as the primary contact for the media, in both traditional and non-traditional formats. Establishes personal editorial contacts in consumer, business, and trade publications and digital venues.
- Pursues feature and article placements in targeted media in support of the Commission's objectives. Develops feature content based on success stories within Oregon's dairy community and from content at the regional and national level.
- Acts as a resource for media request fulfillment. Delivers materials, interviews, features, case studies, fact sheets, backgrounders, and other items for unsolicited media requests.

Industry Relations

- Oversees dairy and allied industry relations, including strategy and program development.
- Coordinates an industry-wide coalition among dairy producers, processors, and allied industry to create dairy advocates. Identifies subject matter experts who can speak to the issues.
- Administers programs with dairy industry organizations to coordinate media trainings and seminars on connecting with communities.
- Administers the Commission's dairy farm tour program and support for dairy and allied industry farm tours.
- Manages Industry Relations Manager position.

Issues and Crisis Management

- Leads efforts for crisis communications, including crisis plan, crisis preparedness and crisis network and ongoing issues management.
- Develops and implement a set of crisis preparedness best practices and continuous improvement.
- Serves as the primary liaison to national and regional crisis preparedness teams.

Consumer Confidence

- Leads and coordinates a Consumer Confidence initiative with the goal of increasing consumer belief and trust of dairy farming practices and dairy product quality and safety. Evaluates ongoing potential to create positive visibility for dairy foods and dairy farming.
- Identifies speaking and presentation opportunities to the greater community, with fulfillment by a speaker's network.
- Performs additional communications-related assignments as directed by the Executive Director.

Administrative

- Develops comprehensive communication plans, strategies and budgets to support the organization's objectives, manage and mitigate issues, and advance the organization's positive visibility for dairy.
- Participates as part of a director-level management team in defining organizational strategies and direction.
- Determines best practices for reaching objectives and ensuring ongoing measurement and reporting of results.
- Leads and supervises communications team.

Knowledge, Skills and Abilities

- Proven strong experience in developing story content, making presentations, and crafting written materials in a meaningful format under deadline is a must.
- Experience with all media formats including social, digital, print, verbal, and video.
- Knowledge of, or exposure to, agriculture and food-related industries is desirable, but not required.
- Demonstrated success in creating working relationships and networks.
- Strong leadership, supervisory management and teamwork capabilities.
- Ability to handle changing priorities, multiple projects, on multiple topics with varying timelines.
- Proven skills in persuasion, influence, strategy, creativity, analytics, and organizational abilities are a must.

- Ability to make difficult decisions as they pertain to budgeting, program, and employment matters.
- Computer literacy in word processing, spreadsheet, presentation software applications (Microsoft Office preferred).
- Proven ability to distill insights and develop strategic plans that drive new opportunities.
- Demonstrated experience in program strategy, development and management. Proven ability to set goals, measure and deliver program results in a business setting.

Preferred Qualifications

- Preferred candidates will have 10 years' experience in any combination of news reporting, journalism, and/or public relations experience.
- Degree in communications, journalism, marketing, or business administration is desirable. Master's degree a plus.
- Ability to accommodate overnight business travel, and work occasional evenings and weekends.

Position Salary Range: \$87,000 - \$97,000

APPLICATION PROCESS

Visit www.dairyfarmersor.com for a full position description. Applications will be accepted until position is filled. Send cover letter and resume to:

Sr. Director of Communications Recruitment
Oregon Dairy Products Commission
10505 SW Barbur Blvd.
Portland, OR 97219

Applications may be submitted via e-mail (theresay@oregondairycenter.org). No phone calls or faxes, please.

We offer a complete benefits package, which includes: health, vision, and dental insurance. You will also be eligible for annual paid holidays, paid vacation days, paid personal days, paid sick leave and Oregon Public Employees Retirement System (PERS) benefits.

Qualified candidates selected for an interview may be required to provide three personal references.

The Oregon Dairy Products Commission is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, marital status, disability, political affiliation, belief, or veteran status.

12/9/2014