



# Oregon

John A. Kitzhaber, MD, Governor

## Oregon Dairy Products Commission

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### OREGON DAIRY PRODUCTS COMMISSION POSITION DESCRIPTION

#### SECTION 1: 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                           |

#### SECTION 2: 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.

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.

#### SECTION 3: DESCRIPTION OF DUTIES

##### 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. Utilizes a mix of traditional outreach and new media to achieve organizational goals.
- Ensures consistent brand coherence in positioning the organization in its role within Oregon's dairy industry and with its connection to multiple audiences and influencers.
- Provides communications guidance to all program areas, helping to produce simple, clear, and consistent internal and external communications to various audiences.
- Develops strategies and direct 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. Develops and maintains messaging content including talking points, fact sheets, and industry statistics.

## **Industry Relations**

- Oversees dairy and allied industry relations, including strategy and program development.
- Oversees an industry-wide coalition to carry messaging among dairy producers and processors, and allied industry to create dairy advocates. Identifies individuals and sources who are subject matter experts and can speak to the issues.
- Administers programs with dairy industry organizations to coordinate media trainings, seminars on Telling Your Story and Connect with your Community, and producer and processor-related events and functions.

- 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 implements 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.
- Develops relationships with non-traditional media sources including bloggers, key community groups, and other community influencers.
- Develops industry influencer outreach program.
- 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, manages and mitigates issues, and advances 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.

## **SECTION 4: SUPERVISORY DUTIES**

The Sr. Director of Communications will supervise staff as assigned.

- Carries out supervisory duties in accordance with ODPC's policies and applicable state and /or federal laws.

- Appropriately includes staff in planning, decision-making, and process improvement.
- Plans, assigns and directs work of assigned staff; sets expectations and monitors delegated activities.
- Takes responsibility for staff activities. Provides recognition for results and communicates when expectations are not met.
- Prepares and delivers annual performance reviews with Executive Director. Coaches staff and provides regular performance feedback.
- Evaluates specific training needs and recommends employee training as needed.
- Continually works to improve supervisory skills.

## **SECTION 5 – DECISIONMAKING**

- Approves expenditures and allocation of resources for area of responsibility.
- Makes recommendations for selection of contracted vendors based on sound judgment and selection criteria.
- Understands both business and organizational implications of decisions.
- Manage priorities to meet program and strategic objectives within established timelines.
- Exercises good judgment and discretion in handling confidential matters and information.

## **SECTION 6 - REVIEW OF WORK**

Performance is reviewed on an annual basis by the Executive Director.

## **SECTION 7 - WORKING CONDITIONS**

- Must have, or be able to obtain, a valid driver's license and have a good driving record or be able to provide an acceptable method of transportation.
- The individual is expected to work a minimum of 40 hours per week on a five-day basis. Some overnight travel and work during weekend and evening hours may be required.

## **SECTION 8 – GUIDELINES**

Responsible for keeping current with, understanding and complying with statutes, rules and policies and procedures as they relate to the management of a commodity commission.

## **SECTION 9 – PREFERRED QUALIFICATIONS, 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.
- Proven experience in managing a staff, supervising programs, and measuring results.
- 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.

## **SECTION 10 - COMPENSATION**

As a state agency of Oregon, the Commission provides a state benefit package including a competitive salary; medical, vision and dental insurance; paid vacation, sick leave; holidays; contribution toward state retirement plan; and participation in an employee assistance program (EAP). Options for life and disability insurance are available. This position is a full-time unrepresented management position and is not eligible for overtime.

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

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.