OREGON DAIRY PRODUCTS COMMISSION

POSITION ANNOUNCEMENT

SECTION 1: POSITION INFORMATION
Position Title: Senior Manager Integrated 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 (dba Oregon Dairy and Nutrition Council) is seeking a dynamic, seasoned communications professional to join our team in helping increase awareness of dairy farmers’ contributions to individual health, community wellness, and sustainable agricultural systems. Applicants should be excited about developing and implementing plans to engage audiences and conveying the nutritional, social, and economic benefits produced by Oregon’s dairy farm families.

The ideal candidate will have a proven track record of well-rounded successes in communications, in addition to excellent written and verbal communication skills. Preference will be given to those candidates who are experienced in social media and digital communications, in addition to news reporting or media relations, journalism, or public relations.

The Oregon Dairy Products Commission (ODPC) was created in 1943 by an act of the Oregon State Legislature. Its purpose is to help ensure a viable industry for Oregon’s dairy farm families, dairy processors, and dairy cooperatives. Dairy was the first Oregon agricultural commodity to request the authority to tax itself for the purpose of its own betterment through marketing, promotion, education and research. ODPC merged with the Oregon Dairy Council (est.1918) in 1985, and began operating under the dba Oregon Dairy and Nutrition Council in 2016. The Commission is funded and directed by Oregon’s dairy farmers and processors, with oversight by the Oregon Department of Agriculture.

The position is based in Portland, Oregon.

SECTION 3: DESCRIPTION OF DUTIES

Overview
In this newly created position, the Sr. Manager Integrated Communications will serve several critical roles in supporting ODPC’s outreach to multiple audiences. In social media and digital communications, the individual will work collaboratively to assist our team to plan, create, and execute web, email, social media and digital communications.
The successful candidate will demonstrate a solid knowledge of new technologies and developments, show a propensity for digital measurement and analysis, and exhibit a limitless curiosity as a natural storyteller. As part of our communications group, the individual will also provide support for issues management, crisis preparedness, media relations, and program visibility.

This is a full-time position and reports to the Senior Director of Communications.

**Key Responsibilities**

**Multimedia Content Development**
- Conceptualize, develop and integrate story content across the organization from inception to finished product in multiple formats. (Social media, print, digital, web, mobile, speaking, in-person, video, and online).
- Enable a social media strategy across all platforms and ensure the Commission is at the forefront of communications and measurement, including print, digital, web, and social media. Evaluate digital content and take necessary action to generate optimal results.
- Stay current with social media content. Oversee digital communications library.
- Plan, execute video recording, editing and related production for interviews, events, stories and other purposes.
- Gather information, data, and interviews to write compelling copy for blog, social media posts, captions, scripts, ads, collateral materials, talking points, fact sheets, and a variety of specialty projects.
- Provide communications guidance and support to program areas. Help ensure simple, clear, and consistent internal and external communications to various audiences.
- Liaise with regional and national dairy organizations to leverage mutual resources and determine best use for local content and strategies.
- Contribute to and maintain editorial calendar.
- Other projects and duties as assigned.

**Media Relations**
- Provide images, graphics, b-roll and related support in response to media requests.
- Serve as backup contact for the media, in both traditional and non-traditional formats. Establish personal editorial connections in digital venues.
- Act as a resource for media request fulfillment.

**Industry Relations**
- Provide support for dairy farmer communications, trainings, seminars on Telling Your Story and connecting to the community.
- Assist with production and distribution of dairy farm virtual tour program.

**Issues and Crisis Support**
- Provide support to crisis preparedness and issues management areas.
- Stay abreast of competitive and industry issues, activities, and events.
SECTION 4: SUPERVISORY DUTIES
The position has no supervisory duties.

SECTION 5 – DECISIONMAKING
- Understands implications of decisions within scope of responsibility.
- Manages priorities to meet program and strategic objectives within established timelines.
- Exercises good judgment and discretion in handling confidential matters and information in accordance with the Commission’s Employment Policies.

SECTION 6 - REVIEW OF WORK
Performance is reviewed on an annual basis by the Senior Director of Communications.

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.
- Ability to work on-location, including on farm, for the purposes of taking photos, filming video, managing partners, and assisting staff as they obtain digital assets.

SECTION 8 – GUIDELINES
The Senior Manager Integrated Communications must become familiar with applicable statutes, rules, policies and procedures of the State of Oregon, and as they relate to a semi-independent state agency under the commodity commission marketing and promotions program.

SECTION 9 – PREFERRED QUALIFICATIONS, SKILLS and ABILITIES

Knowledge
- Preferred candidates will have a minimum of 7-10 years’ experience in any combination of digital communications, news reporting, journalism, public relations or other media-related field.
- Degree in communications, journalism, or other media studies is highly preferred. Graduate degree desirable.
- Knowledge of, or exposure to, agriculture and/or food-related industries is desirable.

Skills
- Proven strong experience in developing story content and crafting written materials in a meaningful format under deadline is a must.
- Proficient with a variety of media formats including social, digital, print, verbal, and video.
- Experience in conducting interviews and creating, editing, and posting stories including sound and visuals.
- Demonstrated experience with new technologies.
- Computer literacy in word processing, spreadsheet, presentation software applications, WordPress and Microsoft Office preferred.
- Proven skills in strategy, creativity, analytics, and organizational abilities are a must.
Competencies
- Proven ability to recognize and handle issues in a professional manner.
- Demonstrated success in creating working relationships and networks.
- Strong leadership and teamwork capabilities.
- Seeker of solutions.
- Ability to skillfully handle changing priorities, multiple projects, on multiple topics with varying timelines.
- Able to accommodate overnight business travel, and work occasional evenings and weekends.

SECTION 10 - COMPENSATION
As an agency of the State of Oregon, the Commission provides a state benefit package including a competitive salary; medical, vision and dental insurance; paid vacation, sick leave; holidays; three personal days; 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: $75,000 - $90,000 Depending on experience

APPLICATION PROCESS
For a full position description, visit www.odncouncil.org. Applications will be accepted until position is filled. First round of candidate selections is expected January 25.

Cover letter and resume may be submitted by traditional postal delivery or by email at tybarra@odncouncil.org or send to:

Recruitment: Sr. Manager Integrated Communications
Oregon Dairy Products Commission
10505 SW Barbur Blvd.
Portland, OR 97219

No phone calls or faxes, please.

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.

v. 12/23/2019