



Industry Relations Specialist – New York State

The American Dairy Association North East (ADANE), a non-profit organization is looking for an Industry Relations Specialist for the New York State area of ADANE's territory of coverage.

Job Summary

The Industry Relations Specialist is responsible for implementing American Dairy Association North East strategies to build consumer confidence in dairy farmers and dairy farming practices. Reporting to the Sr. Vice President of Industry Relations, the position will develop and maintain positive relationships with dairy farmers and key dairy industry leaders to communicate the organization's goals to build demand for and sales of milk and dairy foods on behalf of the region's dairy farmers.

Responsibilities

- Maintain a strong working knowledge of dairy farms in the American Dairy Association North East region and their on-farm practices relating to animal care, environmental stewardship and community outreach.
- Support and contribute to spokesperson training programs to empower and train dairy farmers to effectively advocate for dairy through various ways, including social media, media interviews and one-on-one interaction with consumers.
- Collaborate with other American Dairy Association North East teams to involve and include dairy farmers in American Dairy Association North East programs, including retail and school programs, traditional and social media, and in-person and virtual programs/events.
- Build and maintain positive relationships with dairy farmers and dairy industry/business representatives throughout the region to enhance awareness and support of dairy checkoff and its programs.
- Contribute to effective communications strategies to foster dairy farmer involvement and participation in American Dairy Association North East programs.
- Deliver presentations at dairy farmer and dairy industry meetings to build support and communicate goals and objectives of dairy checkoff.
- Serve as liaison for Dairy Management Inc. farm/farmer-focused activity in the American Dairy Association North East region.
- Coordinate farmer and dairy industry involvement in American Dairy Association North East events and publicity for New York State Fair.
- Develop and maintain relationships with industry communications staff at Dairy Management Inc. and other state/regional organizations.
- Represent American Dairy Association North East at state, regional and national industry meetings and/or events, as appropriate.

- Accountable for program planning and development and responsible management of budgets to assure effective and efficient use of funding.

Requirements

- Bachelor's Degree in agriculture, business or related fields.
- One or more years of demonstrated related industry work experience; a dairy or agriculture background is required.
- 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.
- 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.
- 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 is based in New York State which is within the service territory of American Dairy Association North East.

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

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

Visit us at www.americandairy.com

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