



Senior Vice President, Executive and Strategic Communications

Reporting to the President and CEO and serving as a member of the International Dairy Foods Association's executive team, the Senior Vice President of Executive and Strategic Communications will be responsible for developing and executing all the association's communications and member and public relations strategies.

The SVP of Executive and Strategic Communications will oversee all communications activities to promote, enhance and protect the image of dairy and the association. He or she will integrate a broad range of activities to position the association, its executives and membership as thought leaders in the dairy industry and the broader food and beverage sector.

IDFA is seeking an ambassador for the organization who will maintain and build relationships with key reporters, editors and media outlets within food and beverage, dairy and agricultural spaces, as well as with political and mainstream audiences. He or she will enhance the visibility of IDFA and its advocacy and policy efforts with relevant constituents and drive broader support for and engagement with the association.

The position requires experience managing communications professionals in a team environment, with the ability to motivate individuals, develop and execute bold strategies, and introduce new ways of working as the environment calls for it. A leader within the organization, this individual must also work well with the Executive Team and provide guidance to senior leadership on the direction of the association.

Job Responsibilities

- Develop and implement a comprehensive communications strategy to support the association's policy, advocacy and membership goals and to protect and promote the image of dairy
- Position IDFA and key staff members as thought leaders, advisors and influencers in the industry and raise awareness among member companies, policymakers and other key constituents
- Work with IDFA's subject matter experts and executive team to develop content that can be shared with stakeholders to promote our activities and successes
- Provide strategic counsel to the President & CEO, other executive team leaders, staff and members on communications regarding critical policy or member issues and prepare testimony, talking points and other presentations
- Create a unified front by facilitating consistency in messaging in all communications materials throughout the association
- Develop crisp, informed and relevant messages, a timely public relations strategy with forward-thinking media relations
- Oversee the continued development and evolution of IDFA's website—a WordPress platform that communicates with custom association management software— ensuring that it is up to date, comprehensive and dynamic to attract and retain members and prospects

- Oversee IDFA’s digital and multimedia planning, tools, analytics and assets, including paid advertising strategy and targeted online advocacy
- Oversee IDFA’s event branding development and marketing strategies
- Coordinate with communications staff at IDFA members companies and dairy industry groups on strategies and responses for key communication issues
- Manage the ongoing development and dissemination of IDFA news, including press releases and statements, media advisories, op-ed pieces and trade columns, speeches and other materials
- Establish internal communications policies, protocols and procedures that prioritize member engagement, and work with the executive team to develop new member communications programs and initiatives
- Develop metrics to gauge effectiveness of existing and new communications initiatives
- Guide efforts to ensure all IDFA communications maintain consistent messaging and branding
- Lead strategic communications planning to promote the quality, value and growth of educational offerings

Job Requirements

- 15 years of strategic communications and public relations experience
- Outstanding writing, editing and presentation skills
- A deep understanding of public affairs issues (regulatory, legislative, policy) in the food, beverage and/or agricultural spaces, as well as relationships with key trade association peers and staff within USDA, FDA, EPA, and Congress
- Expert ability to craft meaningful communications aligned with business strategy and executive voice
- Demonstrated leadership skills and ability to work with colleagues at all levels of the organization
- Ability to build effective coalitions and lead and manage a high-performance team.
- Strong strategic planning and project management skills
- Experience advising and coaching executive leadership and subject matter experts in communication-related issues
- Experience in issues management and crisis communications
- An experienced spokesperson for a large organization with an extensive network of media contacts in Washington, D.C., as well as mainstream, business and trade press
- Strong experience with/knowledge of digital and multimedia tools and techniques for developing advocacy-focused communications content to build momentum to achieve IDFA successes and carry out related activities in the industry
- Experience providing editorial direction on multimedia content creation, production and editing, including scriptwriting, and video and audio/podcast products
- A confident and disciplined self-starter
- Knowledge and experience with WordPress, CRM software, earned media and digital analytics

If interested, please submit a cover letter and resume to Tracy Boyle at tboyle@idfa.org.