

Communications Coordinator

The International Dairy Foods Association

The International Dairy Foods Association (IDFA), Washington, D.C., is a 501(c)(6) trade association supported by membership dues that advocates on behalf of America's dairy industry to ensure our members have the tools and resources they need to innovate and thrive. IDFA deploys a combination of advocacy, education, and network-building to make a positive difference for the dairy industry and consumers. We focus on the legislation, regulation and communications that affect our member companies and their operations, as well as policies and research that foster innovation and expand markets for dairy foods. IDFA also delivers data and analysis to help dairy foods companies and their employees remain leaders in business innovation, corporate responsibility, and market development.

Overview

Reporting to the Associate Vice President of Communications and in collaboration with the Public Affairs & Communications team, the Communications Coordinator executes and monitors targeted, data-informed advocacy and membership campaigns that further the organization's legislative, regulatory, and communications goals. The ideal candidate is detail-oriented, a strong writer with some design skills and multimedia aptitude (storytelling via audio, video, or photography), and a team player who's motivated to learn and grow in the food and agriculture field. Initially focused on managing editorial workflow, supporting and contributing to advocacy campaigns, and monitoring the performance of communications channels, this position has room for growth into more responsibilities.

This position is available for full-time telework, if desired; the person must be willing to travel to IDFA's Washington, D.C. offices, member facilities, and industry meetings around the country as needed. Proximity to Washington, D.C. is preferred.

Job Responsibilities

Writing & Editing

- Draft, edit and review news releases, advocacy alerts, blogs, digital ad copy, creative narratives, online video scripts, newsletter content, website content, social media content, marketing materials, conference and event promotional materials, and other related written products ; and
- Develop social media posts.

Social Media

- Develop and manage content across social media platforms;
- Manage social media relationships, developing contacts with members of the press, policymakers, influencers, allied organizations, and dairy leaders' social media accounts; and
- Track and measure engagement across multiple platforms to identify successful campaigns and areas for improvement.

Workflow

- Manage calendar of upcoming editorial products, advocacy opportunities, campaigns, internal and external events, and milestones to inform content planning.

Outreach and Advocacy

- Research ways to grow and diversify the organizations' stakeholder and outreach lists and keep new audiences engaged through traditional and non-traditional advocacy tactics;
- Provide support to communications team toward the production of educational and advocacy materials that clearly communicate the organizations' positions and expertise; and
- Collaborate with the entire team to coordinate, execute, and promote strategic meetings, virtual presentations, webinars, and other gatherings that raise awareness of the organization's issues, work, and brand.

Administration

- Other related assignments as necessary

Knowledge, Skills & Experience

- Commitment to and enthusiasm for IDFA's mission;
- 3-5 years of experience in communications or advocacy-oriented roles;
- Knowledge of food and agriculture system issues preferred, especially as they relate to food production and manufacturing, and willingness to build issue knowledge where needed;
- Deep knowledge of social media publishing and analytics tools;
- Facility with office and remote work software: Zoom, Google suite, MS Office;
- Facility with design tools preferred: Canva, Adobe Creative Suite, or similar;
- Organized, detail-oriented, and methodical;
- Strong written and verbal communication skills; and
- Proactive; enjoys being a driver of a process and working independently as well as in a team in a remote-first workplace.

If interested, please submit a cover letter and resume to jobs@idfa.org.