

## **Job Position: Director, Digital Communications and Creative**

**Organization:** International Dairy Foods Association (IDFA)

**Location:** Washington, D.C. (Potential for Remote Work Schedule)

**Overview:** The International Dairy Foods Association (IDFA) is seeking an experienced and skilled digital strategist to join our dynamic communications team in Washington, D.C. The Director of Digital Communications and Creative will play a critical role in creating and implementing IDFA's digital presence, including: creative product development for IDFA external communications, development and growth of IDFA's website and web properties, and development and leadership of email and paid marketing strategies. A creative force with a passion for digital storytelling and engagement, the Director will implement a robust data analytic strategy that will guide and direct future communications decisions and initiatives. This position reports directly to the vice president of communications and works closely with the Communications Team and across departments within the organization.

**About the organization:** IDFA represents the nation's dairy manufacturing and marketing industries and works to ensure a favorable legislative and regulatory environment for dairy products. 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. More information is available [here](#).

### **Responsibilities:**

1. **Digital Strategy:** Work with the vice president, communications, and the senior vice president, public affairs and communications, IDFA subject matter experts, IDFA member company communicators, and vendors to support the development and execution of comprehensive communication strategies and campaigns to advance IDFA's mission, goals, and strategic plan.
2. **Creative Development:** Develop broad range of multimedia products—including video, motion graphics, graphics, podcasts and audio files—to support IDFA digital strategy for advocacy and member communications. A talented video or digital media story teller will excel in this role.

3. **Web Development:** Lead development and management of IDFA website and web properties to support IDFA's communications and marketing goals with fresh content and a user-friendly design.
4. **Digital Marketing:** Manage IDFA's email platform and paid marketing efforts (display and keyword) to effectively market IDFA events and communicate with IDFA members.
5. **Brand and Visual Identity:** Ensure IDFA's marketing, messaging, and branding efforts are consistent with IDFA's guidelines.
6. **Member Experience:** Lead efforts to improve member experience through IDFA's digital properties, virtual programming, and event registration.
7. **Reporting and Optimizing:** Track key performance indicators across web, email, paid advertising. Work with communications coordinator to analyze social media metrics to inform content development and marketing efforts. Regularly report on KPIs to the Communications team and the Executive Team.
8. **Internal Coordination:** Work closely with IDFA's legislative, regulatory and meetings departments to ensure alignment on priorities, messaging, and upcoming opportunities.
9. **Reporting to Membership:** Prepare reports and presentations on digital communications activities outcomes for IDFA members and board members.

**Qualifications:**

- Bachelor's degree in communications, advertising, public relations, marketing, journalism, or related field.
- Minimum of 5-7 years of experience in communications/public affairs with a passion for food and agriculture, an interest in public policy and an understanding of the political process. Experience with an agency, trade association, food business or a political campaign a plus.
- Digital strategist, eager to learn and implement the latest trends in digital media and integrate them into broader communications campaigns.
- Expert in multimedia development – particularly video, podcasts, and graphics development.
- Experience with web development and reporting.

- Knowledge and experience with email marketing platforms. Experience with Delivra a plus.
- Excellent project manager, capable of overseeing multiple deliverables and managing vendors/contracts.
- Creative, working both in groups and independently, and driven to make “good” content “great.”
- Ability to work independently, manage multiple priorities, and thrive in a fast-paced environment.

**Application Process:** To apply for the Director of Digital Communications and Creative position, please submit a resume and cover letter outlining your qualifications and interest in the role to [Jobs@IDFA.org](mailto:Jobs@IDFA.org). Applications will be reviewed on a rolling basis until the position is filled.

**Benefits:** IDFA offers competitive compensation and benefits packages, including health insurance, retirement plans, professional development opportunities, and a collaborative work environment dedicated to advancing the dairy industry's interests.

Join IDFA in shaping the future of dairy policy and advocacy. Make a difference in one of the nation's vital industries. Apply today!