



**Position:** Vice President, Communications

**Location:** Washington, DC (Hybrid)

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

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## Summary

The International Dairy Foods Association (IDFA) is seeking a strategic, motivated, and highly collaborative communications leader to serve as Vice President, Communications. Reporting to the Senior Vice President, Strategic Communications, the Vice President will play a central role in shaping and executing integrated communications strategies that advance IDFA's public affairs, advocacy, and industry reputation objectives.

This role will be deeply engaged in policy and advocacy communications, leading the day-to-day execution of media relations, earned media, member policy communications, and digital advocacy efforts. The Vice President will translate complex legislative and regulatory developments into clear, actionable guidance for dairy business leaders, while also shaping compelling narratives that build understanding and support among policymakers for the industry's policy priorities.

In addition, the Vice President will work closely with colleagues across IDFA to help shape digital communications and marketing strategies that clearly articulate the association's value to members, policymakers, and other key stakeholders. Operating in a small, highly collaborative environment, the Vice President will bring strong editorial judgment, policy fluency, and sound communications instincts to ensure IDFA's voice is consistent, credible, proactive, and influential.

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## 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](https://www.idfa.org).

## Key Responsibilities

### Policy, Advocacy & Public Affairs Communications

- Support the Senior Vice President in developing advocacy and policy communications strategies aligned with IDFA's legislative, regulatory, and public affairs priorities.
- Lead the day-to-day execution of policy communications, including drafting press releases, statements, op-eds, talking points, member updates, and background materials related to federal and state policy developments.
- Translate complex legislative and regulatory issues into accessible, timely guidance for IDFA members, including written policy explainers and issue updates.
- Help shape and deploy proactive "inside-the-Beltway" narratives around dairy's role in American economic opportunity, nutrition, food security, food safety, international trade, workforce development, and innovation.
- Develop and lead execution of digital grassroots advocacy campaigns in coordination with government relations and communications colleagues.

### Media Relations, Monitoring & Issues Management

- Support media outreach efforts related to IDFA's policy and advocacy goals, including pitching, briefing materials, and message development.
- Demonstrated ability to serve as an on-the-record spokesperson across digital, print, broadcast, and audio media.
- Monitor media, policy, and political developments affecting dairy and food manufacturing; identify emerging risks, opportunities, and narrative trends for IDFA leaders.
- Play a central, hands-on role in issues and crisis communications planning and execution, working closely with the SVP to prepare and coordinate responses to sensitive or fast-moving situations.
- Ensure consistency of messaging across earned media, member communications, and digital platforms during high-profile policy moments.

### Digital Communications & Marketing Strategy (Strategic Partnership)

- Partner with IDFA communications teammates to help shape digital communications and marketing strategies that reinforce IDFA's value proposition.
- Provide strategic input on messaging, audience targeting, and content priorities across web, email, video, social media, podcast and other channels.
- Support efforts to communicate IDFA's value to current and prospective members, including through policy storytelling, thought leadership, and integrated campaigns.
- Contribute to the strategic use of emerging digital tools and platforms, including analytics and AI-enabled communications and content creation tools.



### External Engagement & Industry Leadership

- Serve as a key liaison with partner organizations, coalition members, consultants, and communications counterparts across the food, agriculture, and public affairs ecosystem.
- Represent IDFA in external forums, working groups, and industry or organizational boards, as appropriate.
- Coordinate messaging and communications approaches with allied organizations to advance shared policy goals.

### Leadership & Internal Collaboration

- Work closely with leaders across departments to align priorities, messaging, and execution.
- Help mentor and guide communications staff, fostering strong collaboration and high editorial standards.
- Contribute to planning, prioritization, and coordination across IDFA's communications portfolio.
- In a small team environment, this role balances mentorship and leadership with a strong willingness to roll up sleeves and directly execute communications work.

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### **Qualifications**

- 10+ years of experience in public affairs, policy communications, media relations, or strategic communications.
- Excellent writing, editing, and strategic thinking skills.
- Strong background in policy and advocacy communications, ideally within a trade association, government, advocacy organization, firm, or related environment.
- Demonstrated experience drafting and overseeing earned media materials, member communications, and advocacy messaging.
- Experience supporting or leading issues management and crisis communications efforts.
- Experience developing or guiding social media, podcast, and other new media strategies in support of public affairs, advocacy, or member engagement goals.
- Familiarity with emerging communications tools and platforms, including analytics and AI-enabled technologies, to support modern, responsive public affairs communications.
- Ability to collaborate effectively across teams and with external partners in a fast-paced environment.
- Bachelor's degree required; advanced degree a plus.



## **Additional Details**

- Location: Based in Washington, D.C.
- Work Schedule: Flexible office/remote policy.
- Travel: Occasional domestic travel required.

## **Compensation & Benefits**

- Competitive compensation package commensurate with experience.
- Benefits include:
  - Comprehensive healthcare coverage
  - 401(k) with profit sharing
  - Unlimited paid time off
  - Paid parental leave
  - Professional development and education reimbursement
  - Wellness initiatives and Employee Assistance Program (EAP)
  - Cell phone and transportation stipends
  - Frequent team engagement and networking opportunities

## **Why Join IDFA**

IDFA offers a collaborative, mission-driven environment where employees play a direct role in shaping public policy that affects a vital U.S. industry. This position provides the opportunity to work closely with industry leaders, policymakers, and stakeholders on issues of national importance.

## **Equal Employment Opportunity**

IDFA is an equal opportunity employer and is committed to building a diverse and inclusive workplace. IDFA does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, veteran status, or any other legally protected status.

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## **How to Apply**

Interested candidates should submit a resume and cover letter to **[jobs@idfa.org](mailto:jobs@idfa.org)** outlining relevant experience and interest in the position.