

POSITION DESCRIPTION

POSITION TITLE: Multimedia Communications Manager

LOCATION: Atlanta, GA

SUPERVISOR: Assistant Director of Communications

EMPLOYEES SUPERVISED: N/A

FLSA CLASSIFICATION: Exempt

POSITION SUMMARY: Manages the development, coordination and implementation of social media, social media strategy, video production, website updates for digital campaigns, graphic design, other digital communication programs and designated industry communications initiatives in collaboration with the Assistant Director of Communications. Manages activities that help fulfill the mission of the Association: everything we do is market-focused and proactively promotes and protects the interests of the Southeast dairy farm families.

POSITION ACCOUNTABILITIES & RESPONSIBILITIES:

ACCOUNTABILITY 1: Manages, develops and implements The Dairy Alliance social media platforms. Creates social media strategic plan.

- a. Ensures Social Media pages coincide with TDA's mission, core values and key messages.
- b. Manages and monitors all content disseminated through TDA's website to distribute to Social Media channels.
- c. Develops monthly PR Social Media campaigns for consumers, school professionals, health professional, farmers and children.
- d. Develops and implements innovative, effective and comprehensive social media strategies and programs that will engage consumers.
- e. Works with TDA staff in developing new vehicles of electronic outreach to constituencies and in adapting print material/content to the Web. Ensures the Social Media pages are interactive and engaging to the viewers. Develops strong following to social media sites in coordination with PR agency.
- f. Oversees the planning and development of Social Media-based applications, policies and tools that communicate with internal and external audiences.
- g. Monitors trends in social media tools and applications and applies key learnings.

- h. Responds to negative and positive feedback on our digital platforms with direction from Assistant Director of Communications. Maintain Social Media Crisis Plan in coordination with Assistant Director of Communications.
- i. Creates, maintains and manages online content, including Facebook, Twitter, blogs and other social media profiles.
- j. Produces and identifies weekly, daily and often real time content updates.
- k. Monitors issues and in the event of a crisis provides real time feedback to the crisis team.
- l. Measures the impact of social media on overall marketing efforts.

ACCOUNTABILITY 2: Manages and develops multimedia communications.

- a. Produces videos and all digital communications as needed in coordination with the Assistant Director of Communications. Edits video media footage as needed.
- b. Develops content for Milk Moments e-newsletter, including build-out and launch.
- c. Responsible for creative, coordination and implementation of advertising, including advertorials.
- d. In collaboration with the Assistant Director of Communications, assists with the creation of state board meeting presentations materials, including PowerPoint, or other presentations as needed.
- e. Develops graphics presentations for special events or meetings, including, but not limited to the SUDIA Annual Meetings.

ACCOUNTABILITY 3: Administrative management responsibility.

- a. Responsible for management of communications, program and results management data at TDA and DMI.
- b. Submits reports to Assistant Director of Communications and other appropriate staff in a timely manner. Responsible for updating data into quarterly results database in a timely fashion.
- c. Maintains accurate and thorough records and files.
- d. Performs other duties and responsibilities as necessary.

POSITION REQUIREMENTS:

Minimum Qualifications

Ability to perform each essential duty satisfactorily. Requirements and competencies include, but are not limited to, those listed below which are representative of the knowledge, skill and/or ability required to perform this job.

Education or Experience: A minimum of a bachelor's degree in public relations, communications or related field from an accredited college or university. A minimum of two years of professional work experience or hands-on equivalent in digital communications, social media and/or communications required. Experience in the

electronic communications field, with demonstrated verbal communications and writing skills. Graphic design and video editing skills required.

Knowledge, Skills and Abilities

1. Ability to work independently without supervision.
2. Ability to make timely decisions in line with strategic goals; understands business implications of decisions. Ability to align activities with Company Mission, Vision, Values, Strategic Objectives and Policy Manual.
3. Good organizational skills; ability to manage time effectively, multi-task, prioritize and handle multiple tasks/projects, and meet deadlines.
4. Excellent interpersonal, verbal and written communication and customer service skills; demonstrated team-building ability.
5. Superior knowledge of microcomputer software, hardware, administrative systems (i.e. word processing, spreadsheet applications, information input and retrieval) and related processes (i.e. web design, internet, content management systems, etc.).
6. Significant experience in the development and implementation of e-media and new media communications campaigns. Content/editorial calendar building experience.
7. WordPress proficient, Basic HTML knowledge, knowledge of web reporting tools, Eye for website design.
8. Experience with online project management and email broadcast services.
9. Capable of operating video camera equipment. Familiarity with photographic techniques.
10. Ability to travel, primarily within the TDA region as well as to other parts of the country for national meetings, etc.
11. Ability to transport company promotional material and to lift boxes of at least 25 pounds.
12. Ability to perform other duties and responsibilities as necessary.

Prepared by: _____ Date: _____
SUPERVISOR

Reviewed by: _____ Date: _____
STAFF MEMBER

Approved by: _____ Date: _____
GENERAL MANAGER

This position description in no way states or implies that these are the only duties to be performed by the employee. He or she will be required to follow other instructions and to perform other duties requested by his or her supervisor.

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