

Dairy Management Inc. Job Description

Position:	Cheese Marketing Specialist	Reports to:	Senior Vice President, Global Cheese Marketing
Group:	USDEC Cheese Business Unit	Supervises:	None
FLSA:	Exempt	Also Supports:	<ul style="list-style-type: none"> • SVP, Global Retail Programs • VP, Global Foodservice Programs • VP, Global Marketing Communications • Director, Cheese Marketing Communications
Incumbent:	VACANT	Date:	February 2025

Job Summary/Purpose of Position

Under the direction of the SVP, Global Cheese Marketing and various program managers, the Cheese Marketing Specialist is responsible for the execution of cheese-related marketing activities under the branding of the USA Cheese Guild—an entity operated by USDEC and serving as the Cheese Business Unit’s customer-facing promotional identity.

Requirements

- Perform all job responsibilities in a manner consistent with the USDEC Way.
 - Works as a team member, recognizing that USDEC wins and loses together.
 - Respects and values colleagues. This includes considering roles, responsibilities, work styles, perspectives, and experience.
 - Trusts others as professionals working towards the same objectives & goals.
 - Communicates respectfully, inclusively, clearly, and in a timely manner.
 - Acknowledges, celebrates, and rewards good work and contributions.
 - Supports and creates opportunities for individual learning, growth, and mentorship.
 - Fosters an environment of trust where people can share new ideas, innovates, takes risks, and learns from failure.
 - Creates a safe environment that will empower the voicing of concerns and viewpoints.

Key Responsibilities

- Manage the implementation of specific cheese marketing activities/projects (e.g.: virtual or in-person trade shows, missions, seminars, workshops, etc.) under the direction of program/pillar managers:
 - Liaise on activity scope and requirements with appropriate Cheese Business Unit staff as well as USDEC international offices,
 - Provide customer service to members on relevant aspects of the activity or event
 - Coordinate all activity details and logistics (including venue rental, travel arrangements, event materials, vendors/consultants’ participation, etc.),
 - Coordinate cheese sample sourcing and shipping logistics to international offices for use at marketing events,
 - Track and report activity expenditures; ensure delivery of final activity reports.
- Create, maintain and update as needed offline and online marketing materials and platforms (e.g. videos, brochures, manuals, presentations, customer-facing websites and apps.) This may include:
 - Content development, editing, formatting, and proofreading
 - Coordinating layout and production with design agency
 - Scheduling and overseeing photoshoots

- Maintain and update CBU's and USDEC's web properties with cheese-related information (e.g. Supplier Directory, Activity Calendar, export data, e-Library, microsites and apps, etc.). This may include:
 - Doing annual audits to identify any outdated information,
 - Researching and collecting updated data,
 - Uploading new/updated information onto the miscellaneous digital platforms.
- Work on annual Cheese Marketing Plan, Unified Export Strategy submission (UES) and Country Progress Reports (CPR). This includes providing support with proofreading, online input, organizing of back-up files, creation and updates of activity sheets, etc.
- Perform other duties, activities and projects as defined by SVP, Global Cheese Marketing and other program managers.

Knowledge, Skills, and Abilities

- Understanding of marketing (including event planning, promotions and social media)
- Excellent interpersonal and communication skills, both written and verbal
- Extremely well-organized, detailed-oriented individual with ability to work in a team environment as well as independently
- Ability to prioritize multiple work assignments to maximize efficiency and timely completion
- Ability to work with vendors, including providing clear requirements to obtain quotes, setup contract and billing reconciliation
- Full proficiency in MS Office Suite (including but not limited to Microsoft Word, Excel, Outlook, PowerPoint and Teams)
- Desire to be proactive and create a positive experience for others
- Comfortable with international environment and non-native English speakers
- Cultural awareness and empathy
- Ability to travel domestically and potentially internationally

Experience & Education

- Bachelor's degree in Marketing or Business
- A minimum of 3 years of equivalent work experience required
- Event planning experience required

If you're interested in applying for this position please click here: https://apply.workable.com/j/7165FDE05D/?utm_medium=social_share_link