



**Oregon**

Theodore R. Kulongoski, Governor

**Oregon Dairy Products Commission**

10505 SW Barbur Blvd.

Portland, OR 97219

(503) 229-5033

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## **OREGON DAIRY PRODUCTS COMMISSION POSITION DESCRIPTION**

### **SECTION 1 - POSITION INFORMATION**

Position Title: Director of Marketing  
Position Category: Marketing  
Agency Number: 617000  
Work Location: Portland, Oregon  
Position: Full Time  
Eligible for Overtime: No

### **SECTION 2 - PROGRAM/POSITION INFORMATION**

The Oregon Dairy Products Commission (ODPC) was created in 1943 by an act of the State Legislature and represented the first industry in the state to request the authority to tax itself for the purpose of its own betterment through marketing, promotion, education and research. ODPC is one of 27 industry-funded commodity commissions that operate under the umbrella of the Oregon Department of Agriculture's (ODA) Commodity Commission Program, and whose statutory authority is provided specifically in ORS 576.

The Director of Marketing reports to the Executive Director and supervises a staff of two.

### **SECTION 3 - DESCRIPTION OF DUTIES**

#### **Fiscal:**

- Prepare an annual budget for approval by the Executive Director and Board of Commissioners. Manage budget expenditures consistent with state and federal requirements and sound fiscal practices.
- Assist in the preparation of annual state and federal reports related to program expenditures and Commission operations.

**Duties:**

- Develop a dairy products marketing program with strategy and tactics based on primary and secondary research for consumers, retail/grocers, restaurant/hospitality, schools/food service, and value-added markets.
- Select, manage, and serve as primary contact for vendors (based on evaluation of estimates, skills, reporting, etc.) for advertising, market research, merchandising, and other promotional projects.
- Direct and evaluate marketing strategy, creative development, and media direction with Commission's advertising agency of record.
- Direct and evaluate all market-related research including consumer purchasing and attitude surveys, product and promotional concept testing, and other ROI measurements.
- Work with the Commission's communications program to support efforts for a consumer assurance campaign and other complimentary product publicity and public relations efforts.
- Oversee dairy industry relations program in regard to communications, events, and program support.
- Direct selection and implementation of sponsorship programs.
- Develop baseline return on investment measurements for marketing programs and activities.
- Present marketing activities to selected audiences within the dairy industry, professional organizations, and the general community.
- Perform additional marketing-related assignments as directed by the executive director.

**Industry Relations:**

- Develop and maintain solid relationships and interact productively with dairy and related agricultural industries/agencies. This would include producers, processors, Oregon Department of Agriculture, Oregon Dairy Industries, the Oregon Dairy Farmers Association, Oregon Dairy Women, Washington Dairy Products Commission, and other constituents in the development and implementation of appropriate joint marketing and promotion projects and activities.

**SECTION 4 - SUPERVISORY DUTIES**

- Directly supervises a Creative Director and Marketing & Communications Assistant.
  - Plans, assigns and approves work
  - Rewards, guides, and disciplines
  - Monitors compensation, provides annual reviews, initiates employee training
  - Acts as primary contact for contracted vendor services

**SECTION 5 - DECISIONMAKING**

- Approval of marketing program expenditures, allocation of resources
- Management of staff, in working with the Executive Director

- Selection of contracted vendors, based on sound judgment and selection criteria

#### **SECTION 6 - REVIEW OF WORK**

Performance is reviewed on an annual basis by the Executive Director.

#### **SECTION 7 - WORKING CONDITIONS**

- Applicant must have, or be able to obtain, a valid driver's license and have a good driving record or be able to provide an acceptable method of transportation.
- The Director of Marketing will be expected to work a minimum of 40 hours per week on a five-day basis. Occasional overnight travel and work during weekend and evening hours may be required.

#### **SECTION 8 - GUIDELINES**

- The Director of Marketing is responsible for understanding statutes, rules, and policies and procedures as they relate to the management of a commodity commission marketing and promotions program.

#### **SECTION 9 – PREFERRED QUALIFICATIONS**

- Ten or more years of professional experience in marketing, business development and/or sales, with dairy products or food industry experience highly desirable.
- Five years personnel and budget management experience in a marketing or sales setting.
- Four-year college degree or equivalent work experience required, preferably in marketing, advertising or business administration.
- Must be able to organize work to meet continually shifting priorities, manage multiple projects, and consistently meet required deadlines.
- Working knowledge of print production, electronic communications, Web site content, and graphic design, sales cycles and promotions.
- Superior communications skills including verbal, written, and presentations.
- Must be self-motivated and able to work independently and in a team environment, particularly in a small office setting.
- Posses a valid driver's license and have a good driving record.
- Willingness and ability to accommodate light travel, and work some nights and weekends. (This position is exempt from overtime compensation.)

Candidates selected for an interview will most closely match the qualifications listed above.

#### **SECTION 10 - COMPENSATION**

As a state agency, the Commission provides a benefit package including medical, vision and dental insurance; paid vacation, sick leave and holidays; and

contribution toward state retirement plan. Options for life and disability insurance are available. The position is a full-time unrepresented management position and is not eligible for overtime.

Position Salary Range: \$65,000 - \$80,000

**SECTION 11 – APPLICATION**

Send application materials including cover letter, resume, and three professional references to:

Director of Marketing Recruitment  
Oregon Dairy Products Commission  
10505 SW Barbur Blvd.  
Portland, OR 97219

Initial review of applications will begin July 3, 2008. Position will remain open until filled. Applications submitted via e-mail ([marilyna@oregondairycenter.org](mailto:marilyna@oregondairycenter.org)) will be considered only if a complete application is also received via mail. No phone calls or faxes, please.

The Oregon Dairy Products Commission is an Equal Opportunity Employer (EOE). Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, marital status, disability, political affiliation, belief, or veteran status.