



**JOB DESCRIPTION**

Position Title:	Vice President, Health & Wellness	FLSA Exemption Classification:	Exempt
Reports to:	Senior Vice President, Marketing	Last Updated:	February 2018

**POSITION SUMMARY:** The person in this position serves as the nutrition and community health expert for Dairy West. This role provides management direction for the health and wellness functional area and oversees partner relations and programming to ensure activities and relationships meet the vision of the organization. The Vice President of Health & Wellness manages the Health & Wellness team by providing leadership on the direction, creative oversight and program evaluation of nutrition-related programs.

The Vice President of Health & Wellness remains absolutely committed to Dairy West’s vision and core values in addition to providing leadership and encouraging collaboration across the organization.

**RESPONSIBILITIES:**

- Embraces the regional, national and global vision and partner strategy across the dairy industry and provides leadership at a regional level with colleagues
- Implements creative, impactful nutrition and health outreach in order to advance regional interests while furthering confidence among dairy farmers
- Manages strategies and integrated programming to meet the strategic goals of the organization
- Directs metrics and analytics reporting as related to health and wellness initiatives
- Works with the Senior Vice President of Marketing to establish budget strategy and manages the Health & Wellness department budget(s) to align with strategic priorities
- Effectively leads the Health & Wellness team, and contractors (as appropriate/necessary) to ensure that health and nutrition science is translated into market opportunities with strong return on investment
- Strengthens relationships with a variety of stakeholders, including influencers, key health professionals, industry partners, and farmers, to build advocates for dairy and the Dairy West mission

- Regularly interacts with national checkoff peers and other regional health and nutrition organizations and develops leadership roles within those circles
- Acts as the lead nutrition and health spokesperson for Dairy West
- Recruits, trains, develops, and evaluates Health & Wellness team members
- Remains current on science, market and industry issues and trends
- Participates in boards and organizations that are related to the dairy or nutrition industry
- Performs other duties as assigned

**EXPECTATIONS:**

- Works collaboratively with and through Dairy West colleagues and our dairy community partner organizations to achieve success
- Demonstrates a mindset of service and helpfulness to others
- Shows a propensity to be action oriented and appreciates a fast-paced, variable work environment
- Shows respect for others and has caring, direct conversations when necessary
- Builds trusting relationships both within and outside of the Dairy West organization
- Clearly communicates the value of checkoff and our programming
- Executes all job functions with a commitment to excellence
- Takes risk in pursuit of considerable success and proactively offers solution-oriented innovation
- Prioritizes and manages workload effectively
- Keeps the farmer investment top of mind, always
- Demonstrates a high level of curiosity and willingness to pursue professional development
- Takes ownership for individual success within the company
- Mastery of the job within 9 months

**QUALIFICATIONS:**

**Education and Experience:**

- Degree in a health-related field, plus 10 years of experience, or any equivalent combination of education and experience
- Management and supervisory experience required
- Registered Dietitian preferred
- Master’s degree preferred

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Employee’s Signature

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Date

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Supervisor’s Signature

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Date