

Channel Marketing Manager

The Dairy Farmers of Wisconsin (DFW) is looking for an experienced Channel Marketing Manager.

About the Dairy Farmers of Wisconsin (DFW): We are a non-profit organization fully funded by the dairy farmers of Wisconsin. Our mission is to help Wisconsin's dairy farm families thrive by building demand for products made in Wisconsin with Wisconsin milk ... like cheese. Wisconsin cheese runs through our veins!

About the Role: In this role you will manage the development and implementation of retail channel marketing programs to drive distribution and sales for Wisconsin cheese companies and activate the Proudly Wisconsin Cheese brand at consumer point of purchase. We will look to you for on-strategy promotional and merchandising tactics, creation of communication assets and presentation tools, and smart executional support of initiatives.

About You: You have at least three years of experience in marketing, including developing and executing trade promotions. Knowledge of current best practices for integrated, omni-channel shopper marketing is required. Grocery, deli or gourmet specialty retail sales and marketing experience is preferred. Advanced marketing communication skills are necessary to create persuasive presentations and brand messaging. A bachelor's degree in business, marketing or a related field is required. You will positively contribute to a culture of unity and excellence here at DFW by being hungry, humble and smart. Bonus points if you love cheese!

About the Job and Benefits: This position is located in Madison, Wisconsin. You should be willing to travel about 20% of the time, including occasional weekends. Compensation consists of a competitive salary and benefits package that includes a company-funded 401(k) plan as well as jeans-casual office attire and summer hours.

DFW is an equal opportunity employer. Further information on this position can be found on the DFW website www.wisconsinmilk.org/careers

Please send your resume and salary requirements to:

Human Resources

Dairy Farmers of Wisconsin

humanresource@WisconsinDairy.org