

# **Pennsylvania Dairy Princess and Promotion Services, Inc.**

## **Job Description**

### **Program Director**

The Program Director shall have overall responsibility for executing the policies and programs of Pennsylvania Dairy Princess and Promotion Services, Inc. which are established by the Board of Directors.

#### **General**

- Shall maintain communication and a working relationship with the Administrative Director who maintains the official PDPPS, Inc. office
- Respond to emails, texts and phone messages within one business day
- Shall provide to the Chairperson a semimonthly report of tasks that need to be completed during the ensuing month(s). This list to be reviewed and updated on a weekly basis to determine those items which have or have not been completed
- Shall submit to the Board of Directors a detailed semimonthly report on activities accomplished by the 5<sup>th</sup> and 20<sup>th</sup> of the month for the preceding period
- Update the Administrative Director weekly on tasks

#### **PDPPS Board Meetings**

- Communicate with Administrative Director concerning meeting, training and event details and materials needed
- Send out a draft board meeting agenda 2 weeks prior to Administrative Director and board Chairperson for review
- After the board meeting, follow up with actionable items as assigned
- Shall submit to the Board of Directors a detailed schedule of upcoming state events and SRT promotions at each board meeting

#### **State Royalty**

- Chaperone the State Royalty Team
- Shall maintain communications with SRT parents/guardians and county committee regarding performance, upcoming schedule and expectations
- Provide documentation for promoters to be excused from school when participating in educational events, when requested
- Review SRT report cards quarterly from educational institution to monitor satisfactory grades to determine continuing capacity to promote
- Shall review speeches, milk toast, articles and presentations prior to events and publication
- Shall compile State Royalty recipe brochure, recipes provided by State Royalty
- Send written thank you notes or email messages for SRT appearances
- Shall receive all requests for services of Pennsylvania State Dairy Royalty and county royalty for special promotion activities

## **Finance**

- Submit monthly expense account with receipts for expenses incurred under Job Description by 15<sup>th</sup> of following month
- Shall receive SRT expense vouchers, review and approve all invoices before submitting to Administrative Director for payment
- Review and send all Program Director and staff expense invoices to PDPPS Board Chairperson for approval
- Provide all credit card receipts with GL coding to Administrative Director by 15<sup>th</sup> of following month
- Participate in annual budget meeting

## **Program Sponsorships**

- Maintain positive working relationships with present PDPPS contributors.
- Shall seek new sponsorships for PDPPS with letters, phone calls and personal contacts in coordination with Administrative Director
- Provide perspective contributor's contact information to the Administrative Director
- Send each dairy co-op who has regional meetings a list of the current dairy princesses who ship milk to their co-op so the princesses can be invited to the regional meeting
- Coordinate the SRT annual holiday thank you note for all sponsors with SRT members and Administrative Director

### **Major Program Contributors (above \$30,000)**

- If invited, attend the ADANE annual meeting and present a program update and assist the SRT to present their program update
- Attend the Allied Milk Producers Annual Meeting and present a program update
- Develop the PA Dairymen's grant application annually in coordination with the Administrative Director

## **County Promotion Committee Relations**

- Shall provide support to local county committees and communicate with county chairpersons
- Review and respond to county teams questions or problems with consultation with regional board member for any issues that can't be clearly answered from the PDPPS handbook
- Visit county teams with the regional board member as directed by the board of directors

## **Meetings**

- Shall serve as PDPPS's representative at industry meetings including:
  - All American Dairy Show Committee and Board Meetings (3-4 times a year)
  - PA Dairymen's Association (once a year, upon invitation)
  - PA Farm Show Committee Meetings (twice a year)
  - ADANE Industry Meeting (upon invitation)
  - Allied Milk Producers Meeting (upon invitation)
- Shall be responsible for the scheduling, booking, agenda/program for meetings.
  - Board of Directors Meeting
  - Spring/Fall Training Meetings
  - Any other Special Meetings

### **Training Seminars and Pageant**

- Shall be responsible for planning and executing major training efforts – Seminar (3 1/2 days), Mini Seminar (1 day in 2 locations), State Pageant (3 1/2 days), Spring and Fall trainings (1 day), leadership trainings (separate 4 days)

### **Displays and Exhibits**

- Shall be responsible for appropriate displays including PDPPS display board relating to program for exhibit at PA Farm Show/Learning Center, Ag Progress Days, Farm City Day, Dairy Summit, breed Conventions, State Pageant, and Special Promotions
- Shall file electronically and print as needed all photos to be used for Seminars, Pageants, meetings and media
- Shall prepare power point presentations

### **Incentive Program**

- Shall understand the PDPPS Incentive program and the completion of online monthly county incentive report to support promoters and county teams. Coordinate questions with Incentive Coordinator and Board, if not clearly answered in handbook

### **Promotional Supplies**

- Shall be responsible for storage of promotional supplies (storage unit or home office)
- Organize materials after events with totes being labelled. Outdated items to be discarded to maintain orderly storage
- Follow annual budget to have adequate supplies for events. Don't overorder items that may not be used

### **Program Communications**

- Work with Administrative Director to update content and post photographs for PDPPS Facebook page, website and electronic newsletter
- Write or review SRT social media posts and news releases on PDPPS activities
- Establish relationships with farm and non-farm media
- Maintain current listing of media contacts
- Publicize any special accomplishments of county and state royalty and/or committees

### **Website and Social Media**

- Assist Administrative Director to:
  - Review PDPPS website on a monthly basis and update information as needed
  - Review the Members-Only section of the website with current program and event information
  - Maintain the Sign-up Volunteer group page for all events including venue confirmation, event details and meeting registrations
  - Maintain PDPPS Facebook page and other social media sites with assistance from SRT
- Respond to any inappropriate social media post brought to your attention

## **Travel**

- Travel to State Royalty Team events (100+ days), business meetings (15+ days), and Board of Director Meetings (6+ days) will be required

## **Office**

- When not traveling, office hours should be 8 AM-5 PM and should be available by phone or email

## **Other**

- Physical strength expectation:
  - Shall be able to drive a 5 hour trip primarily within Pennsylvania
  - Shall be able to lift 25-30 lb, loading items in and out of vehicle
  - Shall be able to attend day long events that include standing and walking
  - Shall be able to sit at a computer or phone for an extended period of time
- Shall address all sensitive, personnel and confrontational situations with Board Chairperson before responding or acting to maintain the integrity and mission of PDPPS Inc.
- Must be a Pennsylvania resident
- Must provide PA Criminal Records Check, Child Abuse History and Federal Criminal History clearances

Updated August 18, 2022