

**AMERICAN JERSEY CATTLE ASSOCIATION
NATIONAL ALL-JERSEY INC.
POSITION DESCRIPTION**

Title: Area Representative & Type Traits Appraiser

Objective: Provide direct service to customers utilizing programs and services of the Jersey organizations and market same to potential customers. Provide accurate evaluations and effective service to herd owners as member of the appraisal staff for the AJCA linear type evaluation program.

Location: Area Representative serving the states of Arizona, California and New Mexico and West Texas. Type Traits Appraiser varies based on schedules. Reside in California.

Reports To: Executive Secretary and Director of Field Services

Responsibilities:

- ◆ Provide service as needed to dairy producers and milk processors utilizing AJCA-NAJ programs and services.
- ◆ Serve as an appraiser for the AJCA linear type appraisal program.
- ◆ Market AJCA-NAJ programs and services to potential customers.
- ◆ Plan and carry out direct marketing activities for USJersey programs and products, such as REAP, JerseyMate and JerseyTags.
- ◆ Respond to and follow up on sales inquiries by telephone, email and/or personal visit in a timely manner.
- ◆ Serve as a cattle marketing agent through Jersey Marketing Service
- ◆ Represent the Jersey organizations and the Jersey breed at various activities and functions.
- ◆ Promote the advantages of the Jersey breed and Jersey milk to dairy producers and dairy industry support organizations.
- ◆ Serve as liaison between customers and management. Provide field information to management.
- ◆ Monitor and report on activities and provide relevant management information to improve services, delivery of services and customer satisfaction.
- ◆ Establish a good working relationship with Jersey leaders in the area.

Placement Standards: College graduate with a degree in the field of agriculture or equivalent experience. Dairy production background is desired. Must be a self-starter and demonstrate ability to work with a minimum amount of direct supervision. Must be willing to travel extensively, have broad knowledge of the dairy industry and excellent communication skills. Above all, must have the ability to work well with people in a wide variety of situations.

Contact: Frequent contact by telephone, e-mail and in person with dairy producers and dairy industry personnel.

Salary: Commensurate with experience. Company vehicle provided and travel expenses are reimbursed. Employee benefit package available.

Working Conditions: Position requires frequent travel for extended periods of time with overnight stays. When not traveling, would use home as office. Evenings, weekends, and holidays would be required to carry out the responsibilities.

This position description in no way states or implies that these are the only duties to be performed by this employee. This person will be required to follow any other instructions and to perform any other duties requested by the Executive Secretary or his designee.

September 2020