



POSITION ANNOUNCEMENT & DESCRIPTION
AMERICAN JERSEY CATTLE ASSOCIATION ~ NATIONAL ALL-JERSEY INC.
6486 E. Main St., Reynoldsburg, OH 43068 ~ www.USJersey.com

Title: Manager of Jersey Marketing Service (JMS) and Type Traits Appraiser

Objective: To develop, execute, and maintain effective and profitable cattle marketing services for Jersey cattle and embryos in both domestic and international markets, following the organization's objectives, policies, and programs. Provide direct service to customers utilizing programs and services of the Jersey organizations and market the same to potential customers. Provide accurate evaluations and effective service to herd owners as a member of the appraisal staff for the AJCA linear-type evaluation program.

Location: JMS activities are based on the location of sales; based in AJCA headquarters when not traveling. Scale and territory will be both national and international.

Reports to: Executive Secretary

Responsibilities:

- Develop, direct, execute and maintain day-to-day operations to achieve performance targets and strategic goals with integrity for marketing Jersey cattle and embryos.
- Plan and execute public cattle auctions (consignment, dispersal, and production sales); market through a network of private treaty sales; and online marketing services and activities in coordination with field staff and the Communication department.
- Develop new strategies for marketing cattle and create opportunities for Jersey breeders and Jersey organizations to capitalize on sales. Incorporate new technologies as needed to assist in marketing cattle.
- Seek new customers and new sales opportunities and initiate action plans to secure new business.
- Respond to and follow up on customer inquiries promptly by telephone, email, and/or personal visit.
- Analyze company activities to improve efficiency, accountability and customer satisfaction.
- Maintain JMS reports and additional paperwork needed for sales, private treaty, and other tasks within department.
- Monitor sales performance continually and assist in preparing the annual company budget process.
- Participate as a member of the Management Team in evaluation of policy, services and ongoing activities of the Jersey organizations.
- 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.
- Establish a good working relationship with Jersey leaders nationwide.
- Work with the Type Traits Appraisal team as needed for schedules across U.S.

Qualifications: College degree or equivalent experience in dairy or animal science, ag marketing or ag business. In-depth knowledge of the Jersey breed, genetic and performance evaluation tools and dairy cattle management. Excellent organizational, financial planning and computer skills, plus superior public speaking and writing skills. Must be a self-starter, detail and deadline oriented and able to perform and motivate team members to achieve objectives in high pressure situations. Strong written and oral communication skills and the ability to work with individuals and groups are essential.

Supervision: Supervises part-time labor and sales staff at public auction sales. Coordinates JMS-related assignments of AJCA-NAJ regional field representatives.

Contact: Frequent contact by phone, email, virtual meetings, and in person with dairy producers, NAJ Board of Directors and membership, USJersey staff members, vendors and dairy industry personnel.

Working Conditions: The position requires constant, nationwide travel for extended periods of time with overnight stays. Evenings, weekends and holidays would be required to carry out the responsibilities

Salary: Commensurate with qualifications. A company vehicle is provided, and travel expenses are reimbursed. Employee benefit package available.

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 reasonable instructions and to perform any other duties requested by department managers, the Executive Secretary & Chief Executive Officer, or his designee.

January 2025