



Job Description

Job Title: Sales Specialist / Public Relations Coordinator, Holstein Plaza

Last Update: October 30, 2018

Status: Exempt

Reports to: Steve Mower, General Manager and Jennifer Dingbaum, Program Manager

Holstein Plaza is a part of AMS Genetics International LLC, which is a member of the Genetics Consolidated Group. Other members of this group are Eurogenes, AI Total, Diamond Genetics and more.

Holstein Plaza is a membership promotion site and home to online embryo auctions, online heifer sales and two 24/7 webshops, ShopEmbryo.com and AllBreedEmbryos.com. Through these online auctions, HolsteinPlaza.com has become the source for North American breeder-owned Holstein genetics worldwide. HolsteinPlaza.com is also a provider of online genetic information and promotes the news of its members.

Position Purpose: This position is an opportunity to grow and develop HolsteinPlaza.com and its corresponding auction sites. Person needs to take an active role in expanding sales and looking for demand in the market. We are looking for a dynamic and self-motivated individual that will work as an ambassador for Holstein Plaza taking responsibility for organizing online sales, member-relations and website growth.

Specific Duties and Responsibilities

- Direct sales and growth strategies for HolsteinPlaza.com and corresponding auction sites
- Holstein Plaza member relations including updating profiles and breeder-directed marketing assistance. Will work as an ambassador for Holstein Plaza and its projects.
- Holstein Plaza membership – adding new and maintaining current membership
- Grow and maintain customer/client relationships
- Producing daily news items for HolsteinPlaza.com
- Work with the team on increasing the number of unique visitors to HolsteinPlaza.com
- Managing and coordinating bi-weekly online embryo auctions
- Organizing consignments and promotion for ShopEmbryo.com and AllBreedEmbryos.com
- Organization/coordination of Online Heifer Auctions in cooperation with the Sales and Genetics Specialist and other team members
- Advertising sales for HolsteinPlaza.com banner ads
- Be proactive with ideas and ways to develop Holstein Plaza into a must visit site
- Be proactive with ideas and ways to develop new embryo markets and increase sales
- Monitor competitor products, sales and marketing activities

Preferred Education, Background & Skills

- Bachelor's Degree in Agriculture, preferable with an emphasis in business and/or sales and marketing/communications
- Sales background and preferred 2+ years experience
- Industry knowledge – minimum of 2 years in the dairy industry
- Ability to effectively communicate and develop relationships with people in a wide variety of settings

Desired Qualities

- Self-motivated, eager, self-disciplined
- Detail-oriented
- Problem-solver
- Expert marketing skills and strong communication skills
- Strong customer service
- Knowledge of the Holstein industry, pedigrees and genetics
- Team-player

Physical/Environmental Requirements

- Physical Activities: Keyboarding, Grasping, Talking, Hearing, Sitting, Standing, Walking and Seeing
- Level of Physical minimal
Requirements:
- Level of Visual Acuity: Professional, frequent viewing of computer screens
- Environmental Conditions: Office environment

This is a full-time position located out of the Hudson, Wisconsin office. Compensation is negotiable and competitive based on experience and includes benefits.

To apply: submit responses to Jennifer Dingbaum, Program Manager with resume in Word or PDF format to jennifer.dingbaum@holsteinplaza.com

Holstein Plaza is an Equal Opportunity Employer.