

## **Job Description for Holstein Plaza Marketing Specialist**

**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 a 24/7 webshop, ShopEmbryo.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.

The company is searching for an individual who will take up the challenging opportunity of supporting and helping to grow and develop HolsteinPlaza.com.

### **Selection qualities looking for in the individual:**

1. A dynamic and self-motivated individual who would like to continue or develop his/her skills in the international marketing field of genetics
2. Must be competitive, energetic, enthusiastic and independent with a strong work ethic and must possess an excellent knowledge of dairy cattle breeding
3. Service-minded, exceptional organization skills and an excellent knowledge of Holsteins are the key points
4. Applicants should also have outstanding people skills and be computer literate
5. Must be a team player and able to work with the many organizations in the Genetics Consolidated Group umbrella
6. Domestic as well as some international travel will be required. Passport is required for any position within Holstein Plaza

### **Job duties will consist of the following but not limited to:**

1. Holstein Plaza member relations including updating profiles and breeder-directed marketing assistance. Will work as an ambassador for Holstein Plaza and its projects. When talking with breeders will also be looking to get new members signed up and current members to continue their memberships
2. Producing daily news items for HolsteinPlaza.com
3. Work with the team on increasing the number of unique visitors to HolsteinPlaza.com.
4. Managing and coordinating bi-weekly online embryos auctions
5. Organizing consignments and promotion for ShopEmbryo.com
6. Assist with promotion and sales for online heifer auctions
7. Advertising sales and content support for Hotspots magazine
8. Preparation and coordination for World Dairy Expo booths and meetings

### **Compensation:**

1. To be discussed. Will be based on experience and what the applicant brings to the table.
2. The company will operate under strict ethical conditions in its relations with suppliers and customers and will strive for quality at all times.

This is a full-time position located out of the Hudson, Wis. office.

To apply: please submit resumes to [info@holsteinplaza.com](mailto:info@holsteinplaza.com) by December 5, 2016