

Cooperative Resources International

POSITION OPENING

Title: U.S. Dairy Marketing Program Specialist
Accountable to: AVP, Dairy Strategic Marketing, Sales, & Consulting
Location: Shawano, WI

Position Objective

GENEX is seeking a U.S. Dairy Marketing Program Specialist to provide lead support and communications for GENEX Profit Alliance events and GENEX Membership meetings. This individual will provide support for development of international dairy herd tours and provide data compilation, market analysis, and other support to Dairy staff.

Major Areas of Responsibility

- Assist with providing a coordinated marketing presence to all GENEX events, including but not limited to, GENEX Profit Alliance events and bi-annual events such as National GENEX Marketing and Sales conference and Dairy Road Show.
- Be responsible for the development and coordination of dairy management tours and tours of GENESIS™ and QUANTUM™ herds for the International Marketing Division.
- Maintain herd lists, herd contacts and coordinate final tour schedules across departments
- Lead coordination for GENEX Membership meetings and work with local staff on all details related to the meeting
- Assist with plans and follow-up communications with key allied industry professionals, as well as providing marketing and educational pieces to aid the domestic field staff.

Qualifications

- Bachelor's Degree in Agriculture or Marketing
- Must be organized, have the ability to handle multiple diverse tasks, and a keen sense of follow-up is required
- Must have strong people skills to work with managerial teams, marketing teams, international visitors, and GENEX members
- Must have a strong background in the dairy field in order to assist the GENEX marketing team in various ways
- Some travel will be required for this position
- Ability to work in a fast-paced, team environment as well as possess effective communication skills
- Willingness to grow and develop both personally and professionally.

If interested apply on line to www.crinet.com/careers.