



POSITION DESCRIPTION

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| Position Title: | Breed Development Manager |
| Position Type: | Full Time |
| Location: | Armidale, NSW |
| Reports To: | General Manager |
| Staff Reports: | N/A |
| Effective Date: | |

Position Overview

With an increasing portfolio of R&D, Genomics, Extension and Commercial projects, Herefords Australia has identified the need for a suitably experienced and qualified individual to oversee the implementation, management and reporting on these projects.

In addition to this, an ability to identify new programs and opportunities that will advance the acceptance, profile, demand and ultimately supply of Hereford and Hereford crossbred cattle to the commercial beef sector will be an equally important component of the role.

List of Duties

- General Member Engagement in Technical and Commercial activities.
- Full project management responsibility for all current and future Hereford R&D, Extension and Commercial projects including:
 - Progeny Test (Beef Information Nucleus) Project
 - Black Baldy Crossbreeding Trial
- Commercial liaison and engagement in the areas of:
 - Implementation of strategies from the Marketing and Development committee
 - Creating open communication between producers and end users such as processors and feedlots
 - Promotion of branded products such as Hereford Boss and Hereford Reserve
- Attending key annual Hereford events.
- Identifying and assisting in the development of stories/leads for the Herefords Australia Magazine.
- Identifying, developing and maintaining effective relationships with key industry participants in the beef industry value chain (including breeders, backgrounding, finishing, feedlotting, processing, retailing and exporting stakeholders) to promote

Hereford / Hereford crossbred cattle as a viable, productive and efficient breed for their needs.

- Develop effective relationships with key commercial stakeholder groups (e.g. Elders, Landmark, Ruralco, rma, etc.) and Stock & Station Agents generally to positively influence their perception of and demand for Hereford / Hereford crossbred cattle.
- Promote the value of Hereford genetics in crossbreeding programs to the commercial sector in both the northern and southern beef industries.
- Provision of breed specific information to the activities of various stakeholders including SBTS, AGBU, ABRI, ILRIC, MLA, etc.
- Participate and/or provide support at agreed beef industry events.
- Manage any other special projects as directed by the General Manager which will further the commercial acceptance of Hereford / Hereford crossbred cattle or Hereford genetics.
- Any other duties as directed by the General Manager from time to time.

Experience / Education

- At least 5 years work experience in the beef or a livestock-related industry.
- Demonstrated understanding of the beef industry supply chain including breeding, backgrounding, finishing, feedlotting, processing, retailing and exporting.
- Previous experience in managing R&D and/or extension projects.
- Degree-level education in a Business or Agricultural-related discipline would be highly regarded but not essential.
- Knowledge and understanding of contemporary beef genetics, genomics and BREEDPLAN.
- An understanding of MSA, EU and PCAS accreditation.

Skills / Knowledge

- Proficiency in project management and reporting.
- Understanding and appreciation for the application of finance and economic principles in beef production systems.
- High level computer skills with an emphasis on Microsoft Office Suite, particularly Word, Excel, Power Point and Outlook.
- Proficiency in public speaking and presenting.

Personal Attributes

- Displays drive and determination.
- Well organised.
- Excellent time management.
- Exercises initiative.
- Self-motivated and self-directed.
- Easy and effective relationship builder.
- Confident communicator.
- Easy-going personality.
- Follows through on commitments.
- Enjoys travel.