

American Gelbvieh Association

Position Description

Position Title: Director, Breed Promotion

Reports To: Executive Committee

Position Description:

Primary Responsibilities

The Director of Breed Promotion is the official spokesperson for the American Gelbvieh Association and will also lead the development and coordinate implementation of AGA's vision statement, breed goals and various programs designed to grow the Gelbvieh breed into the Continental Breed of Choice.

The Director of Breed Promotion is responsible for the development and implementation of AGA marketing strategies, goals, objectives and programs creating maximum value for Gelbvieh genetics for AGA members and their commercial customers.

Primary Duties

1. Work within the AGA Matrix organization cooperating fully with Director of Breed Improvement and the Director of Administration to assure smooth operation of the AGA.
 - a. Work with the Director of Communication and the staff to assure professional advertising and collateral materials for breed promotion.
 - b. Assist as needed in supporting and staffing AGA national shows, sales and AGJA events.
 - c. Assist the Director of Breed Improvement in identifying and recommending potential research projects and assist as requested.
 - d. Advise the AGA Board of Directors on matters of importance and periodically update status.
 - e. Address Member concerns
2. Employ, train, supervise, annually evaluate and discipline direct report employees of the AGA.
 - a. Utilize the 360 review process results in annual employee evaluations.
 - b. No employee may be suspended without pay or discharged from employment without the advance approval of the Executive Committee.
 - c. The salary and benefits of any new employee must be within the budgetary guidelines as approved by the Board of Directors and the Director of Administration.
 - d. Ensure that employees are recruited, hired, compensated and disciplined without consideration of national origin, creed, religion, race, disability,

- color, age or sex and that employment is free from harassment due to any such considerations.
- e. Recommend to Director of Administration all salaries/commissions within budgetary guidelines, act as personnel officer, hear grievances and complaints, review benefit programs periodically and make recommendations.
 - f. Review and approve Area Coordinator expense reports and forward to the Director of Administration for payment.
 - g. Train and cross train staff to assure coverage of all critical activities at all times.
 - h. Identify, train and mentor potential position replacement candidates.
3. Promote and facilitate sales of Gelbvieh World advertising.
 4. Negotiate and recommend to Board of Directors all AGA contracts relating to marketing programs and services, after seeking legal counsel, with authority to execute all contracts in an amount less than \$5,000.00, without approval from either the Executive Committee or Board of Directors.
 5. Develop and implement marketing programs that will increase the value of Gelbvieh Genetics:
 - a. Within the commercial beef industry
 - b. Within the AGA seed stock producer members
 6. Work with the Director of Communications to develop and maintain an effective national promotion and advertising program, commercial marketing programs and public relations program for the AGA.
 - a. Utilize official publications to best advantage for communication with membership.
 - b. Coordinate activities with ad agencies, magazines and other media outlets.
 - c. Ensure all meetings of the AGA are conducted in an efficient, economical and professional manner.
 - d. Present material and ideas for paid advertising, promotional flyers, educational brochures, magazine articles, displays, films and slide sets.
 - e. Maintain liaison with breed and beef industry research personnel.
 - f. Communicate and publicize:
 - i. Sire Summary
 - ii. Research Data published in scientific journals
 - iii. Breed direction
 - iv. Gelbvieh strengths
 7. Recommend and assist in the development of AGA strategic planning and breed development direction.
 - a. Organize and lead the April AGA Board Meeting in strategic planning activities in establishing:
 - i. Breed direction

- ii. Future planning goals & objectives
 - b. Annually review with the Board of Directors the Strategic Plan of the AGA.
- 8. Monitor and review the AGA rules and bylaws and enforce provisions contained therein.
- 9. Travel to state association meetings, state sales, shows and other events to represent and promote the Gelbvieh breed.
- 10. Recognize the AGA as a service organization in support of member breeders.
 - a. Treat all member breeders equally with respect and strive for their satisfaction within the confines of the official rules and by laws of the AGA.
 - b. Identify, and prioritize activities that serve the AGA as a whole.

Secondary Duties

1. Attend Industry functions such as NCBA, BIF and others as reviewed and approved by the Executive Committee or Board of Directors the official representative and spokesperson for the American Gelbvieh Association.
2. Perform other duties as assigned by the Board of Directors or Executive Committee.
3. Participate in staff 360 review process as requested.