

**“OUR PEOPLE
ARE OUR
STRENGTH”**

**PRODUCT MANAGER – DAIRY GENETICS, STAPELEY
Maternity Cover – 12 months**

The Post

We are looking to fill the above temporary vacancy to provide cover for Maternity Leave. The role will start around the 1st May with potential involvement in the April Sire Summary. This varied role is based within the Genus ABS marketing team at the Stapeley head office, Nantwich, Cheshire. Your duties will include developing strategic product marketing plans, supporting our busy sales team and helping to achieve sales targets by having excellent communication with Sales Managers.

You will be responsible for collating and analysing technical data, and managing national dairy campaigns, as well as generating ideas with Sales Managers for regional campaigns. You will also present proposals for sales promotion opportunities, manage your product-marketing budget and lead a marketing services team.

Training will be given to achieve a thorough understanding of the Genus ABS dairy product line-up (and that of competitors) along with continuously monitoring product availability and demand, as you will lead the decision making process on bull pricing and promotions. As well as this, you will be expected to maintain relationships with internal and external customers.

What we expect from you

To succeed in the role a scientific and marketing background is beneficial and you should have good coaching, presentation and analytical skills, and an extensive knowledge of MS Office packages. You should be able to fully interpret sales data, in order to fully demonstrate the effectiveness of decisions you have taken. The position demands acute organisational skills and the ability to prioritise your workload. Being able to work using your initiative and multitask whilst working to strict deadlines is very important.

What we can offer you

For a self-motivated candidate with the attitude and approach to succeed, we offer a good base salary and an excellent basis to launch a career in the AI Industry.

Interested?

Then simply let our Human Resources Dept know by calling Lynda Dooley on **01270 616652** at Alpha Building, London Road, Nantwich, CW5 7JW or email ldooley@genusbreeding.co.uk.

The closing date for applications is Friday 12th March. If we have not contacted you within two weeks of this date you will not have been selected for interview.

