



General Manager - Agriculture/Beef

- Senior management position with a career driven focus
- Will ideally suit an independent strategic thinker with a pragmatic 'hands on' approach to business operations
- Strategic marketing, managing operations, effective business planning, demonstrating strong leadership are all essential requirements

A leading, highly successful WA company with a long history in the Western Australian pastoral industry seeks to appoint an experienced manager to be able to independently oversee current agricultural activities. The company is continuing to implement a strategy of developing a large, geographically diversified Wagyu cattle business to enable it to produce premium branded products for domestic and international markets.

Due to continued growth, a new general management position has been created which will oversee farming operations, improve herd quality and develop marketing strategies. You will have direct control and responsibility for developing, implementing and driving the business plan.

Your responsibilities will include but not be limited to:

- Implementing the beef breeding and production strategies across all cattle breeds and the company beef properties;
- Directly employing and managing Farm Managers at each property;
- Maintaining effective working relationships with Traditional Owners and other key stakeholders;
- Managing the marketing and sale of cattle produced in accordance with the business plan to maximise returns;
- Preparing regular management reports and annual budgets across operations and properties;
- Implementing and overseeing induction, training and O&S policies and
- Identifying possible new opportunities across the pastoral industry and to present the viability and worthiness of such projects.

You will have worked in a similar capacity in a senior operations role with accountability for multiple sites and functions within the agricultural industry. A commercially astute leader with strong marketing skills, you will have a proven track record in exceeding targets and objectives and be able to work in a relatively independent capacity with reporting accountability to senior management. Your superior communication, interpersonal and high level negotiation skills allow you to comfortably and effectively engage with internal and external stakeholders at any level. Your track record of growing a national business whilst maximising profitability will set you apart from your peers. In return you will be offered a life changing career second to none with a remuneration package that reflects your value to the company.

Please contact Geoff@rp.net.au for further information.