

## **General Manager Shorthorn Beef**

### **Position Overview**

With an increasing portfolio of R&D, Genomics, Extension and Commercial projects, Shorthorn Beef has identified the need for a suitably experienced and qualified individual to oversee the promotion, extension 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 Shorthorn and Shorthorn crossbred cattle to the commercial beef sector will be an equally important component of the role.

- General Member Engagement in Technical and Commercial activities
- 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 Thousand Guineas
- Attending key annual Shorthorn events
- Identifying and assisting in the development of stories/leads for the Shorthorn Beef 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 Shorthorn / Shorthorn crossbred cattle as a viable, productive and efficient breed for their needs.
- Develop effective relationships with key commercial stakeholder groups to positively influence their perception of and demand for Shorthorn / Shorthorn crossbred cattle.
- Promote the value of Shorthorn 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 IGS, SBTS, MLA, etc
- Participate and/or provide support at agreed beef industry events
- The General Manager will report directly to the Board of Directors of Shorthorn Beef

### **Experience / Education**

- Demonstrated understanding of the beef industry supply chain including breeding, backgrounding, finishing, feedlotting, processing, retailing, and exporting.
- Knowledge and understanding of contemporary beef genetics, genomics and IGS.
- An understanding of MSA, EU and PCAS accreditation.

### **Skills / Knowledge**

- 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.

## Salary

- A competitive salary package will be offered to the successful applicant including negotiable wages depending on experience.

## Location

- The Shorthorn Beef office is in Wagga Wagga, NSW. The successful applicant is welcome to work out of this office, but it is not a requirement of the position.

## Applications

Applications will close on **Friday the 13<sup>th</sup> of May 2022**

Please email [genetics@shorthornbeef.com.au](mailto:genetics@shorthornbeef.com.au). Please Include your current resume with referees and a cover letter. Any further please contact Chris Thompson on 0407 606 831 (President of Shorthorn Beef)



The advertisement banner features a photograph of a herd of Shorthorn cattle in a green field under a blue sky with scattered clouds. The cattle are of various colors, including brown, grey, and white. To the right of the photograph is the Shorthorn Beef logo, which consists of the word "SHORTHORN" in a bold, sans-serif font above a large, stylized "SB" in a square, with the word "BEEF" below it. Below the photograph and logo is a dark red banner with the text "PROFIT NOW COMES IN COLOUR" in white, bold, sans-serif font. To the right of this banner is a yellow arrow pointing to the right, containing the website address "shorthornbeef.com.au" in black, sans-serif font.