

# HURON BAY CO-OPERATIVE INC.

## JOB DESCRIPTION

**JOB TITLE: LIVESTOCK SPECIALIST**

**REPORTS TO: GENERAL MANAGER  
BRANCH MANAGER**

## PURPOSE AND SUMMARY STATEMENT

Under the direction of the General / Branch Manager, the Livestock Specialist performs a consultative sales and service function to the area producers including management solutions, sales, ration balancing, and product logistics to achieve maximum sales profitability and growth, within an assigned territory.

## SUPERVISION AND LEADERSHIP

- Works closely with the management team to support products and services offered by the Feed Division. Provides support, direction and technical expertise to store staff involved in the sale and recommendation of feed and animal health products. Assists with the ongoing product knowledge training of store staff. Supports the Feed Operations Co-ordinator and Feed Truck Driver, assisting with logistics, product selection and inventory control.

## ESSENTIAL JOB FUNCTIONS

- Develops and implements clear and effective written marketing plans and sales strategies that generate profitable sales to existing and prospective customers in the assigned territory.
- Utilizes target marketing and professional sales techniques, prepares written proposals/quotations when calling on regular and prospective producers based on prospective customer lists from HBC sales history, producer organizations, and other sources.
- Creates and manages a customer value plan by providing value-added feed products, services, and recommendations on a frequent basis. This includes demonstrating products and services to assist customers in selecting those best suited to their needs.
- Maintains regular contact with customers to ensure high levels of customer satisfaction, and expedites the resolution of customer problems and complaints, by seeking a reasonable "win/win" solution.
- Represents HBC at meetings, providing information, communications and general leadership at local events.
- Reviews producer operations on a frequent basis to ensure they utilize the appropriate management and economic solutions, and makes proper recommendations regarding ways to improve and increase customer satisfaction; Collects feed and grain samples using proper procedures and records sample information for proper identification and analysis. Identifies sources of on-farm grains for purchase by HBC.
- Maintains accurate area records and reports, records of all sales and prospecting activities including sales calls, presentations, closed sales, and follow-up activities within their assigned territory, in order to develop a competitive analysis and to maximize territory potential.
- Maintains a current knowledge of product applications, technical services, market conditions, competitive activities, advertising, and promotional trends through the reading of pertinent literature and consulting with marketing and technical service areas.
- Uses "Target Customer" lists to identify progressive customers and to coordinate the sharing of these lists between energy, agronomy, and feed sales representatives.



- Quotes prices, and prepares sales contracts and order sheets and helps provide the required information to establish credit.
- Assists Branch locations with various duties including inventory counts and inventory management.
- Adheres to all HBC policies, procedures, and business ethics codes in all areas, e.g.: safety, credit, proper management of assets, pricing, uniforms, etc.
- Ensures that all customer orders, invoices, bills of lading and vendor bills of lading are complete, accurately extended and returned to the office for processing as soon as possible.
- Maintains proper personal image and care of company assets, including maintenance and appearance of assigned company vehicle.
- Working as part of the HBC team, ensures that company objectives, customer service levels, employee relations and inter- branch relations are improved and promoted.

## **OTHER JOB FUNCTIONS**

- Follow the Occupational Health and Safety Act (OHSA) regulations for employees: use or wear any equipment, protective devices or clothing required by the employer; report any known workplace hazard to the employer or supervisor; report any known contravention of the Act or regulations to the employer or supervisor; not use or operate any equipment or work in a way that may endanger any worker.
- Participate in HBC training which includes, but not limited to, the mandatory Ministry of Labour course, HBC Health & Safety Standards and Policies, and Accessibility Policies (AODA).
- Performs other duties as assigned.
- May provide back-up for the Feed Operations Co-ordinator.

## **REQUIREMENTS**

- Normally requires a minimum of a college diploma or a university degree in agriculture, marketing, or other related discipline.
- Uses appropriate interpersonal styles and communication skills oral and written, to effectively present information; Uses appropriate selling techniques and approaches when meeting with people from different levels, positions, and backgrounds. Explores needs; responds to questions; discusses solutions and options; describes features and benefits; demonstrates the added value of solutions to the customer; addresses objections and closes sales.
- Proven ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Proven ability to plan and organize personal sales strategy by maximizing the return on time investment for the assigned territories. Ability to work independently, in a team-oriented environment, and achieve results through others.
- Demonstrated mathematical skills with the ability to calculate figures and amounts such as discounts interest, percentages, area, circumference, and volume. Ability to apply these concepts of basic algebra and geometry.
- Demonstrated ability to efficiently work with Microsoft office computer programs in order to maintain client database system, send and receive electronic mail, perform word processing, access information over the internet and develop spreadsheets or graphic documents to enhance business processes.
- Demonstrated strong reasoning ability to solve practical problems and handle customer and/or operational issues and effectively explores alternatives and positions to reach outcomes that gain all parties' support and acceptance.
- Must have and maintain a valid driver's license and a clean driving abstract, and additionally be able to obtain various licenses, permits and/or certificates as required for this position.



- May be required to work extended hours, particularly during peak seasons. Occasional over-night travel may be required.
- May be required to be trained in the following: Chemical Handling and Spills Response, Defensive Driving Transportation of Dangerous Goods, Lifting Devices.

### **WORKING CONDITIONS**

- Occasional lifting, carrying and putting away packaged product, such as feed, seed, fertilizer, and/or jugs of chemicals weighing up to 25 kg may be required. On rare occasions may be required to lift product weighing up to 40 kg.
- Work is completed both in a typical office environment and outdoors at various customer and HBC facilities. It is expected that the incumbent will spend approximately 80% of the time, on the road and with customers. Travelling may include driving on gravel roads for extended periods; driving in occasional storm-like conditions.
- Additional hours or time outside of normal hours may be necessary due to operational requirements.
- Employee may be exposed to noise around farm machinery, odors, and varied surfaces, as well as frequent exposure to dirt, dust, and fumes for a short duration when working in the field and/or working in the fertilizer warehouse.
- CSA approved safety boots are mandatory safety attire. Other personal protective equipment may be required to be worn such as safety glasses, hearing protection, respiratory equipment, hi-vis attire and fall arrest equipment.

### **DISCLAIMER:**

The above statements are intended to describe the general nature and level of work being performed by people assigned to the classification. They are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required of personnel so classified. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

