



JOB TITLE: TERRITORY 5 FIELD REPRESENTATIVE

American Hereford Association field representatives are integral to the connection of the membership to the AHA. This person will serve as the primary contact for many members, particularly in Territory 5, which spans Illinois, Indiana, Kentucky, Maryland, Ohio, Pennsylvania, Wisconsin, and West Virginia.

RESPONSIBILITIES:

- Act as a liaison between AHA and its members, fostering strong relationships.
- Attend Association and breed events and meetings on behalf of AHA, actively participating in initiatives that strengthen the breed within the industry. Events can include field days, tours, shows, state cattlemen functions, etc.
- Collaborate with members to create tailored advertising through Hereford Publications, Inc., that offer opportunities to meet the unique needs of their operation. Current advertising options include sale catalogs, flyers, postcards, brochures, digital marketing, Herefords on Demand catalogs/private treaty listings.
- Assist individual members with animal registrations, transfers, Hereford Marketplace – a commercial female and feeder cattle marketing tool, media assets and association tools on an as needed basis.
- Actively engage with the production manager and creative services coordinator to ensure a smooth transition from advertising sale to execution, maintaining a collaborative workflow.
- Provide ring service on behalf of the *Hereford World* at sales which will include representing buyers at sales both on and prior to sale day.
- Offer personalized assistance to breeders to execute their private treaty sales.
- Conduct on-site herd visits, actively engaging with breeders and commercial producers to gain firsthand insights into their operations and future marketing needs.
- Assist in planning editorial content for the *Hereford World* and *Baldy Advantage* ensuring the publications continue to serve Hereford breeders and commercial producers.
- Ensure the timely submission of detailed sale and show reports to meet print publication deadlines effectively.
- Actively implement the core strategies and strategic initiatives outlined in the latest AHA strategic plan which aims to establish Hereford genetics as the essential component of the U.S. beef cowherd.
- Create, execute and promote marketing initiatives which enhance the presence of Hereford and Hereford-influenced feeder cattle.
- Implement new and assist with established Hereford-influenced female sales.
- Establish relationships with video marketing representatives, feedlot managers and sale barn owners/managers within your respective territory.

BENEFITS

Employees of the AHA enjoy a competitive benefits package including medical insurance, dental insurance, vision coverage, life and disability insurance along with a 401(k). Personal time off (PTO) and vacation are also included.

If you would like additional information or wish to apply, please contact Joe Rickabaugh directly at 785.633.3188. A cover letter, resume and references can be sent to jrick@hereford.org.

AMERICAN HEREFORD ASSOCIATION

11500 NW AMBASSADOR DRIVE, SUITE 410, KANSAS CITY, MO 64153 | (816) 842-3757 | HEREFORD.ORG