

**AMERICAN JERSEY CATTLE ASSOCIATION
NATIONAL ALL-JERSEY INC.**

Position Description

Title

Assistant General Manager, National All-Jersey Inc.

Objective

To assist the General Manager in effective, efficient delivery of customer services, the maintenance of membership and other company resources, economic analysis, and the development and marketing of the programs and services of National All-Jersey Inc.

Responsibilities

The Assistant General Manager will have the responsibility of these functions:

Conduct economic analysis pertaining to Federal Milk Marketing Order performance, dairy product production and dairy performance.

Compile and distribute NAJ publications to members and subscribers.

Monitor industry activities and assist General Manager in keeping members, service users and staff informed about milk pricing and marketing, government and trade policies, and also research affecting milk pricing, component utilization, and product development.

Collect and maintain market information and resources on milk marketing, then fulfill requests for information.

Manage and expand the Queen of Quality® trademark program by serving existing members, recruiting new members, and maintaining the Queen of Quality® website and social media presence.

Represent NAJ at public events or on business projects as assigned by the General Manager.

Assist General Manager in planning, developing and executing new services.

Qualifications

College graduate or equivalent skills and experience in areas including, but not limited to, milk marketing or dairy business management. Well-organized, self-motivated individual with strong mathematical, analytical and writing skills. Must be detail oriented. Competence in basic business computer applications required; proficiency in Microsoft Access and Excel, plus Web applications desirable. Position requires frequent contact with members and dairy industry professionals. Strong written and oral communication skills and the ability to work with individuals and groups essential.

Reports to

Executive Secretary and General Manager

Working Conditions

Full-time position involving frequent customer contact and travel as assigned by General Manager. Evenings, weekends, or holidays would be required to carry out responsibilities.

Salary

Commensurate with qualifications. Travel expenses reimbursed. Employee benefit package available.

This Position Description in no way states or implies that these are the only duties to be performed by this employee. This person will be required to follow any other reasonable instructions and to perform any other duties requested by the General Manager or the Executive Secretary/Chief Executive Officer or his designee.

June 2021