



POSITION ANNOUNCEMENT & DESCRIPTION
AMERICAN JERSEY CATTLE ASSOCIATION ~ NATIONAL ALL-JERSEY INC.
6486 E. Main St., Reynoldsburg, OH 43068 ~ www.USJersey.com

Title: National All-Jersey Inc. (NAJ), General Manager

Objective: To direct the development, implementation, and maintenance of sound, effective, and profitable milk marketing programs in conformity with the mission, objectives, policies, and goals of National All-Jersey Inc.

Location: Based in the AJCA-NAJ Headquarters, Reynoldsburg, Ohio.

Reports to: Executive Secretary

Responsibilities:

- In cooperation with all other personnel, develop, implement and deliver ongoing support for milk marketing programs and services that promote the increased production and sale of Jersey milk and milk products.
- Plan and execute programs for regular communication with members, staff, the NAJ board of directors, and the general dairy industry through the Weekly Market Update; monthly Equity Newsletter; industry reports from USDA, Global Dairy Trade; write articles for *Jersey Journal* and attend state and regional meetings to share the message of NAJ.
- Assist the Executive Secretary in maintaining accountability to the Board of Directors for the company's operating results, developing the annual budget, and supervising activities of company staff in a fiscally responsible manner.
- Assist in developing and recommending changes as required to the company's objectives, policies, and programs for consideration by the Board of Directors and then executing their directions.
- Represent the company at industry functions and milk marketing hearings and create papers and commentary, as required, on legislation and policy proposals affecting milk pricing and marketing. Including the following: (1.) Coordinate member contacts to appropriate Members of Congress on issues of importance to National All-Jersey and the dairy industry; (2.) Organize Washington, D.C. visits; and (3.) Encourage and assist with Member of Congress visits to member dairies and facilities as appropriate.
- Recruit research and analysis to document Jersey milk's advantages, environmental impact, and genetics.
- Manage value-added programs of NAJ, including (1.) Queen of Quality; (2.) Dairy Business Innovation Initiatives; and (3.) opportunities for premiums for Jersey milk
- Create and manage Industry Relations with allied industries including National Milk Producers Federation; International Dairy Foods Association; American Farm Bureau Federation; major co-ops not members of NMPF and attend workshops, conferences, and seminars

Qualifications

College graduate or equivalent skills in milk marketing or dairy business management. Broad knowledge of the dairy industry, including production, manufacturing, and marketing, plus the Jersey breed. Well-organized, self-motivated individual with strong mathematical, analytical, and writing skills. Must be detail-oriented. The position requires frequent contact with members, other dairy business owners, dairy industry personnel, and staff of the Jersey organizations. Strong written and oral communication skills and the ability to work with individuals and groups are essential.

Supervision: Supervises support staff assigned to National All-Jersey Inc., plus the milk-related activities of AJCA-NAJ Area Representatives.

Working Conditions

A full-time position involving frequent customer contact and travel. Evenings, weekends, or holidays would be required to carry out responsibilities. Will work closely with the NAJ board of directors, allied industry, universities/academic staff, and customers.

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 department managers, the Executive Secretary & Chief Executive Officer, or his designee.

September 2024