



## **Breed Development Manager – Job description**

The Aberdeen-Angus Cattle Society is the largest and most respected beef breeding organisations in the UK with a mission to produce high quality beef for consumption by consumers at home and abroad, with categoric evidence that it meets environmental and sustainability credentials demanded by todays discerning supply chains.

The organisation has identified a need to increase the knowledge base through physical Data collection to ultimately drive the uptake of Aberdeen-Angus and Aberdeen-Angus cross cattle within the commercial beef sector. This position will be pivotal in driving the demand for the breed by developing strategies and programs to increase the breeds market share.

Duties will include identifying, developing, and maintaining effective relationships with the beef industry's supply chain including breeding, backgrounding, finishing, processing, exporting and marketing to promote Aberdeen-Angus as the breed of choice for UK beef farmers, processors, retailer's, foodservice and consumers.

It is envisaged the successful candidate will have experience in an agricultural or agricultural-related industry with a strong preference for commercial meat production industry experience. Degree-level education in an agricultural-related discipline will be highly regarded but not essential. Knowledge and understanding of contemporary beef genetics, genomics, BREEDPLAN and EBVs will be valued as will the ability to manage several concurrent and complex R&D and commercial projects, will also be a prerequisite and a key responsibility.

We are seeking a well organised, determined individual who is a self-motivated, self-directed, confident communicator capable of building effective relationships easily and managing a diverse suite of responsibilities.

This is an exciting and challenging role, reporting to the Chief Executive and the Breed Development Committee and your ability to make a difference through industry liaison and engagement will be recognised.

On offer is a competitive remuneration package and a unique opportunity within an industry that is having to evolve and adapt very quickly to market demands.

Applications inclusive of a covering letter, and an up-to-date CV emailed to,

**Laura Stewart – PA to the CEO**

[Laura@aberdeen-angus.co.uk](mailto:Laura@aberdeen-angus.co.uk)

Full Position Description available by clicking on the following link [www.aberdeen-angus.co.uk](http://www.aberdeen-angus.co.uk)

Applications close on Friday 26<sup>th</sup> March 2021.

POSITION DESCRIPTION



Position Title: Breed Development Manager

Position Type: Full Time – 37.5 hours Monday – Friday - with a requirement on occasions to work outside those hours

Location: Office Based at Perth, Scotland with the opportunity for some remote and flexible working.

Reports To: Chief Executive and Chair of Breed Development Committee

### **Position Overview**

With an increasing portfolio of R&D, Genomics, Extension and Commercial projects, The Aberdeen-Angus Cattle Society has identified the need for a suitably experienced and qualified individual to oversee the implementation, management 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 Aberdeen-Angus genetics to the commercial beef sector and ultimately the food chain, will be an equally important component of the role.

### **List of Duties**

- General Member Engagement in Technical and Commercial activities.
  - Operate oversee and enhance the performance recording system.
  - Engage with analysis of results of performance recording.
  - Be the go-to person for members with technical enquiries.
  - Take on responsibility for the development of the use of DNA within the Society.
- Full project management responsibility for all current and future R&D, Extension and Commercial projects including:
  - Progeny Test data assimilation
  - Liaise and develop a group establishing some Aberdeen-Angus Monitor farms and develop reporting systems to capture data.
  - Carcass data assimilation utilisation and evaluation
  - Identification of existing research utilisation and evaluation
  - Performance recording enhancements including implementation of genomic evaluation.
- 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.
- Attending key Society events.
- Identifying and assisting in the development of the technical content of the annual Review magazine and Society publications.
- Identifying, developing, and maintaining effective relationships with key industry participants in the beef industry value chain (including breeders, finishing, processing, retailing, and exporting stakeholders) to promote Aberdeen Angus pure and crossbred cattle as a viable, productive, and efficient breed for their needs throughout the supply chain.
- Promote the value of Aberdeen-Angus genetics in crossbreeding programs to the commercial sector
- Provision of breed specific information to the activities of various industry stakeholders, including but not exclusively DEFRA, AHDB, QMS, NBA, BCBF



- Participate and/or provide support at agreed beef industry events.
- Manage any other special projects as directed by the Chief Executive which will further the commercial acceptance of Aberdeen-Angus Genetics in the marketplace
- Any other duties as directed by the Chief Executive from time to time.

#### **Experience / Education**

- At least 5 years work experience in the beef or a livestock-related industry.
- Demonstrated understanding of the meat industry supply chain including breeding, finishing, processing, retailing, and exporting.
- Previous experience in managing R&D and/or extension projects.
- Degree-level education in a Business or Agricultural-related discipline would be highly regarded but not essential.
- Knowledge and understanding of contemporary beef genetics, genomics and BREEDPLAN.
- Proficiency in project management and reporting.
- 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 with a can-do attitude.
- Easy and effective relationship builder.
- Confident and effective communicator at all levels.
- Easy-going personality.
- Follows through on commitments.

A willingness to muck into all aspects of the Society is essential and lending a hand to others in time of need is an essential characteristic.