

**COBA***Since 1946*

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## **POSITION DESCRIPTION**

Title: Genetic & Reproductive Advisor-North  
Status: Exempt  
Revised: April 2022

## **SUMMARY:**

The Genetic & Reproductive Advisor is responsible for oversight and delivery of strategic breeding insights along with monitoring and guidance for strong reproductive performance within the COBA/Select Sires sales and service area/territories. The primary focus of this role is to promote and provide SRS (Select Reproductive Solutions) consulting utilizing Select RePRO analysis and on-farm herd management software to existing customers as well as potential customers to further genetic investments by the dairies. Additional duties include serving as a trusted advisor to customers to achieve optimal breeding and reproductive outcomes utilizing the tools of genetic audits, optional genetic pathways, inventory management, Select Mating Services (SMS) and StrataGEN breeding program. A key element of this role will be to work closely with internal and external entities to evaluate performance of dairies in these areas.

## **ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:**

- Acts according to COBA/Select Sires, Inc. Personnel Guide (Revised August 1<sup>st</sup>, 2016)
- Overarching goal is to offer guidance and consultation to our dairy members regarding reproductive and genetic improvement, yielding an impressive return on their investment and full utilization of COBA's products and services.
- This role will serve as another team member who is a subject matter expert on reproductive matters for COBA. Additionally, the SRS Specialist will identify issues and trouble-shoot reproductive matters as requested and/or needed.
- This role will work collaboratively with the sales and service teams to ensure a continuing effective effort in semen sales, genetic development and intended breeding outcomes (conventional, sexed, beef, embryos). Additionally, the Genetic & Reproductive Advisor will assist in the generation of reports required by member-owner-customers and sales/service staff concerning the genetic and reproductive results and needs.
- May Provide SMS service for dairymen with the ultimate goal of attempting the best possible mating/semen type utilization in their herds to achieve maximum genetic progress for increased production, health, longevity and profits of future herd replacements.
- Provide consultation for select member-owner-customers when requested or deemed necessary. Work both independently and with the COBA sales/service team to prospect new member-owner-customers for all COBA products and services with specific attention to lead generation for Genetics, Technician Service, TD Beef, Cowmanager, Agrarian, Genomic testing and selected AG products.

- The Genetic & Reproductive Advisor is assigned a specific territory for the purposes of efficiency of travel and development of relationships with member-owner-customers. In addition, this role will be strategically geographically positioned.
- Gather, enter and analyze herd information and relevant data from member-owner-customers. This information is captured into the company's CRM application. Utilizes this information to expand the territory program efficacy as well as to continually improve their knowledge of dairy and/or beef genetics, including success rates and reproductive trends.
- Establish and develop relationships with various community agencies, institutions, and organizations aimed at maintaining and improving the public relations image of the cooperative. This shall include efforts towards educating County Extension Agents and Vocational Agricultural Instructors as to the value and benefit of the SMS and SRS programs and other value added by this resource to the dairy industry.
- Assist in the development of effective promotional and educational brochures, aimed at increasing the acceptance and utilization of COBA/Select Sires for these purposes. Will also conduct and assist with promotional meetings held with the purpose of increasing the utilization of this programming and purchase of semen and related services.
- Work collaboratively with the marketing team, providing recommendations and new ideas for continuous improvement and exposure for the SMS and SRS programs.
- Attends various sales and marketing events including meetings, conferences, educational seminars, and trade shows. Serves as a company representative at industry functions and within the larger community.
- Attend scheduled meetings with the area sales and services team and present information on the SMS and SRS programs, which are designed to be beneficial to the service provider and sales efforts of the cooperative. May attend other relevant management and staff meetings, providing information and educational resources.
- Through constant study, analysis and research concerning bovine genetics, the COBA/Select Sires Genetic & Reproductive Advisor serves as a trusted and informed advisor to the member-owner-customer regarding their individual herds. Maintains close contact with Select Sires personnel concerning the latest genetic, genomic and sire information, which will be beneficial to the SMS program by enabling more accurate and effective sire recommendations.
- Cooperate with management to effectively carry out the policies of the cooperative as established by the Board of Directors and management team.
- Must review all Hazmat training materials and pass an examination every three years. Maintains Hazmat protocols as set forth by the company.
- May be called upon to provide assistance and support at large Artificial Insemination training courses and projects throughout the COBA area/territory including may provide relief for District Sales Managers where and when needed.

## **QUALIFICATIONS:**

- Associates or Bachelor's degree in Animal Science, Agricultural Sciences or related field is desirable. Past proven experience in the field of Reproductive Management is also a preferred competency.
- Background in dairy genetics and demonstrated previous consultancy experience is considered beneficial in achieving success in this role.
- Proficiency with various business software applications (email, MS Office products, and CRM systems) is critical and exposure to industry specific software such as Dairy Comp, PC Dart or other dairy management programs or herd management applications is advantageous.
- Demonstrated ability to communicate, both verbally and in writing, with fellow employees, member-owner-customers, and external vendors in a professional, articulate, and respectful manner.
- The position requires a highly motivated and organized individual that is willing to diversify and multi-task. Detail oriented and organized with the ability to work with multiple member-owner-customers independently and within a team structure. Follow through and responsiveness is also critically important.
- Able to prioritize and regularly re-prioritize member-owner-customers files based upon business demands in the midst of multiple requests from various entities. Possess a strong commitment to customer service and the adherence to deadlines and expected delivery dates.
- Essential to possess a passion and desire to continuously improve their skills and work productivity.
- Ability to converse in both English and Spanish is a highly valued skill. Minimal bilingual language skills are helpful in communicating with member-owner-customers and their staff.
- Comfort in working in a small company atmosphere at a fast pace. Additionally, this position requires self-initiative and receives little direct supervision. Some international travel may be required (specifically to Mexico).
- Serving in a customer advisory capacity, this role requires the possession and maintenance of a valid driver's license. In addition, the Genetic & Reproductive Advisor must maintain a safe driving record and adhere to all company policies set forth regarding operating a motor vehicle in both a sales and service capacity.
- Physical requirements for this role shall include possessing the ability to bend, stoop, kneel, crouch, climb, lift, and carry up to 100 pounds on a regular and/or occasional basis.

*This position description is intended to be dynamic and subject to change. Position requirements and essential functions may be altered from time to time based upon the needs of the organization and department. This position may be required to execute special projects or other related duties on occasion.*