

# Agri Trails Coop

## Job Description

**Job Title:** Precision Ag Specialist

**Department:** Agronomy

**FLSA Status:** Exempt

**Reports To:** Agronomy Manager

**Date:** May 10, 2021

**Summary** Precision Ag Specialist will be accountable for the continued development, management, and marketing of their precision agriculture sales and services.

### **Essential Duties and Responsibilities**

- Develops and manages existing precision agriculture program.
- Integrates technology in order to promote the use of precision ag technology to maintain and grow product line sales (Seed, CPP, CN, etc.)
- Manages internal technology initiatives and maintain relationships with the AgriTrails precision ag partners.
- Lead ag technology demonstration programs (R7 Proven Acre trials) to showcase the value and drive adoption of technology tools.
- Support sales/marketing programs & sales goals for strategic products.
- Collaborate with key industry partners (i.e. Winfield United) to support cross-training and integrated product solutions to help the sales staff implement the Managed Acre strategy. Consults, recommends, sells and delivers, all new precision farming products and services in a timely manner.
- Assists sales/agronomists with precision farming grower meetings and sales calls.
- Actively gathers and communicates market conditions and trends, customer needs and values, and product gaps in order to allow the business to create or modify product offerings.
- Makes sound and ethical agronomic recommendations in order to maximize profitability for our customers.
- Conducts product meetings, demonstrations, and equipment deliveries with customers and sales personnel.
- Stays current on features, benefits, and value of new technologies in order to make informed recommendations.
- Provides education and training to sales staff regarding precision ag technology's agronomic advantages
- Communicates with supervisor and branch locations frequently. Maintains positive customer and employee relations.
- Approachable, relates well to others, engages people, articulates clearly and actively listens.

### **Competencies:**

- Customer Service - Manages difficult or emotional customer situations tactfully while maintaining composure; Responds promptly to customer needs; Speaks clearly and precisely;

Identifies and resolves problems in a timely manner; Develops alternative solutions; Keeps and follows through on commitments; Solicits customer feedback to improve service.

- **Self-Management** - Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness; Exhibits sound and accurate judgment; Makes timely decisions and includes appropriate people as necessary; Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of and analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions; Aligns work with strategic goals; Adapts to changes, delays, or unexpected events.
- **Professionalism** - Reacts well under pressure; Treats others with respect and consideration; Accepts responsibility for own actions; Arrives at meetings and appointments on time; Commits to long hours of work when necessary to reach goals.
- **Organizational Support** – Understands and respects the operations and functionality of an agriculture retailer. Supports organization's goals and values; Follows policies and procedures; Works within approved budget; Contributes to profits and revenue; Develops and implements cost saving measures; Conserves organizational resources; Completes administrative tasks correctly and on time to meet requirements and deadlines.

### **Qualifications**

- **Education and Experience**: Bachelor's degree (B.A.) or Associate's Degree (A.A.) in a related field or discipline with 3-5 years of agriculture or precision ag experience; or equivalent combination of education and experience.
- **Agronomic Skills**: Understanding of crop conditions, soil conditions and soil test recommendations is preferred. All aspects of yield and soil mapping. Knowledge in all aspects of yield monitors, variable rate controllers, light bars, and GPS equipment used in the ag industry.
- **Computer Skills**: To perform this job successfully, an individual must have working knowledge of Internet and Precision Ag software; Microsoft Excel, Word, and Outlook.
- **Communication Skills**: Ability to read, analyze and interpret general business periodicals, professional journals, technical procedures or government regulations. Ability to write reports, business correspondence and procedural documents. Ability to effectively present information and respond to questions from groups of employees, clients, customers and the general public.
- **Mathematical Skills**: Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, crop percentages, area, circumference and volume. Ability to apply concepts of basic algebra and geometry.
- **Reasoning Ability**: Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.
- **Certificates, Licenses, Registrations**: Must have and maintain a valid driver's license and satisfactory driving record.

### **Supervisory Responsibilities**

This position does not have any direct supervisory responsibilities.

**Work Environment** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is frequently exposed to outside weather conditions conducive to the agriculture work environment; including but not limited to dust, and wet and/or humid conditions.

**Physical Demands** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to use hands to write and drive, and talk or hear. The employee is frequently required to walk, sit and stand. Requires static strength to lift, push, pull, or carry objects with a minimum weight of 70 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus; the employee is often required to sit and drive for long periods of time. Must be able to tolerate and endure long working hours during peak busy seasons and maintain alertness.

**Position Type / Expected Hours of Work**

This is a full-time position. Days and standard work hours are Monday through Friday, 8am – 5pm, and Saturday, 8am – 12pm.

**Travel**

Occasional travel is expected with this position.

**Other Duties**

This job description is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of an employee for this position. Duties, responsibilities and activities may change at any time with or without notice.

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Supervisor Signature: \_\_\_\_\_ Date: \_\_\_\_\_