



## POSITION DESCRIPTION – MARKETING MANAGER

Mid-Atlantic Cattle Sales, LLC (MACS) is accepting applications for a **Marketing Manager** with a preference in a candidate willing to cover areas of North Carolina, South Carolina, Georgia, and/or Virginia but can be flexible based on the candidate's location. This position is responsible for assisting MACS market feeder cattle through bringing in new business as well as working with current customers. The right candidate will be able to work independently to create and maintain relationships with customers and industry partners as well as effectively convey information to these individuals in a timely manner. This position will work with other members of the organization to determine the overall business direction.

This position is available as a part-time or full-time position depending on the applicant. This is a salary position and will work remotely.

### POSITION RESPONSIBILITIES:

- A heavy focus on general customer service and a variety of tasks to ensure customer success and new program implementation
- Source and pursue new customers as sellers, buyers, and partners
- Assist producers with developing management and marketing plans specific to their operation
- Assist with the coordination of MACS contractors for meetings, farm videos, and cattle load outs
- Be willing to carry out actions on farms including videoing cattle and load out trucks as needed
- Coordinate current or future cattle marketing alliances as needed
- Attend in-state and out-of-state industry events including trade shows, conferences, and meetings
- Keep informed of current livestock news and trends
- Work with the Graded Feeder Calf Sale Program to coordinate requirements and work with sellers
- Develop and execute marketing strategies in partnership with the General Manager and contractors
- Communicate with the General Manager and Owner on a regular basis

### REQUIREMENTS:

- Extensive knowledge of the beef cattle industry including cow/calf production and feeder calf marketing
- Ability and willingness to travel as needed - travel requirements will vary depending on the time of the year
- Strong interpersonal and communication skills
- Ability to work independently
- Self-motivated
- Relationship and client focused
- Comfortable with computers and technology
- A four-year or two-year degree in Agriculture, or 3+ years work experience in a relevant field

If you are interested, please submit a cover letter, resume, and salary requirements to [info@macsvideo.com](mailto:info@macsvideo.com).

For questions regarding this position, contact Brooke Harward at 704-322-9770 or Marcus Harward at 704-322-0840.

\*\*Please note there is no closing date. The position will remain open until a suitable candidate is found and will be closed at that point. This job description is not designed to cover a full comprehensive listing of activities, duties or responsibilities that are required of the employee for this job but does provide a general description of the job responsibilities.