



Role Title: Beef Sales & Marketing Intern

Position Location: ABS Headquarters OR opportunity for remote

Company Background:

Genus (Parent company to ABS Global, PIC and R&D/IntelliGen) is a global FTSE 250 company, headquartered in the UK and listed on the London Stock Exchange. With revenues of around £500 million, Genus has a presence in over 70 countries, with a global workforce of approximately 3,200 employees. One of the best performing stocks on the London Stock Exchange, the Company's market capitalization is around £2 billion. **We are a worldwide leader in porcine and bovine animal genetics, partnering with farmers to transform how we nourish the world – a mission that is important to a sustainable future.**

Each generation of animals is selected based on a number of desired traits, including greater health, fertility, productivity or feed efficiency. With superior animal genetics, Genus helps its customers in the dairy, beef and porcine supply chains around the world produce offspring with improved robustness, superior production efficiency and greater sustainability. Genus's vision of *"pioneering animal genetic improvement to help nourish the world"* is supported by its core values to be customer-centric, results-driven, pioneering, people-focused and responsible.

For more information on our student program, please visit- www.startingatgenus.com

Overall Responsibilities:

We are currently recruiting for an exciting opportunity for a student to join our field team in as the ABS Global Beef Sales and Marketing Intern.

The Beef Sales and Marketing team will work closely with the Marketing, Sales and Product Management teams to develop sales and marketing tools that will assist our local ABS Representatives across the country in providing total genetic solutions to our customers and building long standing ABS customer relationships.

- Gain an understanding of ABS beef genetic solutions and personal service through hands-on involvement and training with clients, staff, and local ABS management across the United States.
- Understand general farm operation and handling cattle including reproductive skills and safety procedures.
- Acquire knowledge of the impact that genetic solutions has for customers to be utilized in marketing efforts and build customer relations.

- Assist our marketing team with content creation for social media and building customer engagement.
- Support our sales force through developing informative and behavior driving messages.
- Represent ABS at company and industry event throughout the summer.

Specific Accountabilities:

- Opportunity to assist District Sales Managers, Sales Team Leaders and Representatives in breeding projects.
- Opportunity to assist beef team with customer relations topics and driving product into herds.
- Willingness to assist the Marketing team with customer and bull specific testimonials.
- Opportunity to build upon applicants desired skills through skill-based projects that the applicant co-designs.
- Represent ABS Global in a manner consistent with company values.
- Ensure ABS Global is a healthy and safe environment to work by observing both the company safety rules and the policies/guideline.

Qualifications and Experience:

- Pursuing an Agribusiness, Animal Science, Sales and Marketing, Beef Production or related field is preferred but not required
- Knowledge in Canva, InDesign or other Adobe applications is preferred but not required
- Strong understanding in Microsoft Office applications
- Willingness to travel
- Strong communication skills
- Self-motivated
- Ability to learn quickly and accept challenges
- Positive attitude
- Valid driver's license

Capabilities and behaviors:

- Live and display the Genus values at all times in their day-to-day activities.
- Maintain professional verbal and written communications with co-workers, internal and external customers, and vendors at all times.
- Be flexible with respect to job responsibilities and consistently strive to be an effective team member.
- Strive to advance your skills and display a willingness to accept future development.

- Actively participate in company training opportunities to further develop skills applicable to the team.
- Gain an understanding of the company's business and the team's role within the company.