

## **JOB DESCRIPTION**

### **Area Manager – County Down**

**OBJECTIVE:** To be responsible for the day to day planning of sales to DIY operators within the designated area, and operation of an efficient and effective insemination service.

#### **RESPONSIBILITIES Re. DIY SALES:**

- To be responsible for sales of semen to existing customers and promoting plans to expand sales within your area
- To be responsible for the stocks of semen and the distribution within the area.
- To ensure that accounts are collected promptly and effectively and co-operate with the Accountant/Credit Controller in the handling of careful credit control
- To keep abreast of all products and the bulls of the Company promoted, together with the relevant trade information and developments.
- To prepare yearly estimates of inseminations and sales of semen in the area, and demonstrate how these can be achieved.
- To be responsible for the profitable operation of the area.
- To encourage all Inseminators in the area to develop sales and the promotion of the Company.
- To co-operate with all the Company Managers in the best interests of the Company and to promote good working relationships with suppliers.

### **RESPONSIBILITIES Re. A.I. TECHNICIANS:**

- To be responsible for the day to day operation and the promotion and development of the insemination service in the designated area.
- Establish rotas on a regular and seasonal basis for Inseminators' attendance.
- To ensure and be responsible for the effective working of each inseminator under his control
- To establish the required number of Inseminators required to provide an efficient service.
- To ensure that accounts are collected promptly and effectively and co-operate with the Accountant/Credit Controller in the handling of careful credit control