

Signet Breeding Specialist

Role: Signet Breeding Specialist

Band: D

Team: Signet (Animal Breeding and Product Quality)

Reports to: Animal Breeding Senior Manager (Signet)

Banding Descriptor: Senior specialist roles that are qualified in their field/s of expertise or qualified by evidenced experience. These roles will be able to contribute and input into new policies/ approaches or design its content. They will be expected to resolve issues and provide solutions. These roles require supervisory/team leader responsibilities.

Contribution to Corporate Business Plan: Collaborating and developing

Role Purpose:

Signet Breeding Services provides genetic evaluations to performance recording beef and sheep farmers to help them identify cattle and sheep with superior breeding potential. This role's purpose is to manage and act as the Account Manager for Breed Societies and breeding groups, listening to their views, solving problems and communicating back to the Signet Manager.

Key Responsibilities (please note this is not a list of each and every activity associated with these responsibilities):

- Support Sheepbreeder and Beefbreeder customers.
- Recruit and retain customers of the Beefbreeder and Sheepbreeder service.
- Provide interpretation and advice to develop breeding programmes to individuals and breeds.
- Train other trainers in the delivery of genetic messages.
- Management of accounts relating to individual Breed Societies;
 - Running meetings.
 - Supporting clients through explanation, interpretation and advice of genetic evaluated performance records and the resultant EBVs and Indexes to lead to the better understanding and use of genetic evaluations.
 - The development of breed and individual flock/herd breeding programmes as appropriate.
 - Developing opportunities for greater liaison between Societies and Signet.
 - Supporting recruitment.
- Analysis of data and overseeing the management of key research projects.
- Explaining the performance recording and genetic analysis services to clients;
 - Explaining the importance of the latest technical developments associated with the use of ultrasound scanning, computed tomography, FEC sampling and the use of gene markers.
 - Promoting the use of genetic evaluation results to pedigree producers as a marketing tool.
 - Explaining the financial benefits associated with the use of superior breeding stock.
 - Work with the media to communicate the importance of breeding to the industry through the Farming Press.
- Lead, review and manage research projects with a genetic component.
- Create and deliver relevant knowledge transfer articles, PowerPoint presentations and practical demonstrations as part of the AHDB Beef and Lamb knowledge transfer programme.
 - Present breeding messages to commercial producers on behalf of AHDB Beef and Lamb
 - Train others in the delivery of breeding messages
- The post holder may be required to undertake other duties assigned by the line manager as appropriate.

Delegated Authority:

- The post lies within AHDB Research Directorate with a budget and targets approved by the Animal Breeding Senior Manager (Signet) and the Head of Animal Breeding and Product Quality.
- Working relationships with Signet clients and the wider Beef and Sheep industry: Breed Societies, individual breeders, supply chains, SRUC, Egenes, research bodies as appropriate, industry bodies as appropriate.

Person Specification – Knowledge/Skills/Experience:

- Relevant degree in biological, agricultural or related discipline, or 10 years' experience in the farming or meat industry (UK beef and sheep industry).
- Driving Licence (essential).
- Understanding of Beefbreeder and Sheepbreeder services, including experience of preparing and evaluating performance data and a high level of attention to detail and the ability to keep up to date with development in genetic theory and the models which inform performance recording.
- Knowledge of ultrasound scanning for muscle depth and fat depth.
- IT skills (able to use Outlook, Word, Excel and PowerPoint).
- Ability to work on own and organize workloads in an efficient manner, with a flexible approach to work, with the ability to manage a busy and varied workload. The ability to work to defined timescales and strict deadlines.
- Good inter-personal skills, including ability to effectively work on own and as part of a team.
- Excellent written and verbal communication skills, and ability to build excellent relationships with farming, auctions and abattoir operators.
- Persuasive and effective influencer, credible with breeders and breed society employees.