**Job Title: Dairy Sales and Marketing Representative**

**Company: Liquid Feeds Inc, Innerkip, Ontario**

**Who we are:**

Founded in 1986, Liquid Feeds Inc specializes in providing nutritional solutions to fine tune the nutritional requirements of ruminant animals, in particular by providing products to create the most productive rumen which is essential for maximizing forage potential, animal health, reproduction, milk production and components. Liquid feeds Inc manufactures molasses-based liquid supplements that are readily digestible sources of energy for rumen animals. We are proud to be a Canadian, family-owned business servicing the Ontario market.

We’re growing and looking to add a **Dairy Sales and Marketing Representative** to our Ruminant Sales team in **South Western Ontario**! In this role you will be responsible for providing sales and service support to dairy operations within your territory. As LFI’s Dairy Sales and Marketing Representative you will have the opportunity to develop and demonstrate your capability to deliver agricultural innovation and services to producers and help farm profitability. You will also be involved in our social media outreach platform developing content and creating impactful awareness. Our ideal Dairy Representative is passionate about working with people and farmers, loves the dairy industry, growing sales, and travelling down rural roads. If you are a self-motivated people person, and interested in what we do, we’d love to hear from you.

**What you’ll do:**

With the support of LFI’s Business Development Manager, you will;

* Grow business by actively planning and prospecting new customers to capture their business, turning them into active customers.
* Provide excellent sales and service support to customer accounts.
* Ensure that accounts have all sales, nutrition and management issues resolved quickly and effectively.
* Conduct routine barn tours, diagnose existing challenges, and provide ways to improve production parameters of a producer’s operation.
* Work out of your home office with 80% of your time spent on the road
* Work with our nutritionist to prepare solutions that will suit clients and prospects’ herds' needs.
* Understand, evaluate and advise according to on farm data that is available and collected.
* Develop marketing material, such as photo’s, videos, testimonials, industry networking ideas for our social media platform
* Attend and participate in meetings, tradeshows, symposiums, seminars, and industry events.
* Maintain accurate records and reporting of account activity in Salesforce and submit reports as required.

**Experience we like:**

* A background in the Canadian dairy industry, including experience with milking cows
* Post-secondary education in agriculture is an asset
* Interest in sales and service focused roles in the agricultural community, particularly dairy
* Highly developed interpersonal and communication skills
* Willingness to learn and ability to quickly understand nutritional and sales knowledge
* Solid organizational skills
* A passion for the dairy industry
* A valid Canadian Driver’s License in good standing is required

**Working with us:**

This is a full-time position that provides the flexibility to work remotely and travel. LFI is also very responsive to providing training opportunities for growth for the successful candidate. LFI is a family business that cares about its employees and its community. Together, with employees in our office, manufacturing plant, and working with hundreds of family farms daily, meeting with customers or delivering product, everyone is a key and integral part of our team.

**Full-time**

**Competitive Remuneration with unlimited potential.**

**Benefit Package available.**

**Company vehicle, cell phone and laptop provided.**

All interested applicants are asked to apply with a copy of their resume to **areijmers@liquidfeeds.com**. We thank all applicants for their interest, however, only candidates considered for the position will be contacted for an interview.