**AGRI TRAILS COOP JOB POSTING – Internal & External**

**FROM: Darel Anderson**

**DATE: 5/21/2024**

**RE: OPEN POSITION – Precision Ag Specialist**

**REPORTS TO: Heath Funston, Agronomy Manager, Hope**

**Summary**: Precision Ag Specialist will be accountable for the continued development, management, and marketing of their precision agriculture sales and services.

**Essential Duties and Responsibilities**

* Develops and manages existing precision agriculture program.
* Integrates technology in order to promote the use of precision ag technology to maintain and grow product line sales (Seed, CPP, CN, etc.)
* Manages internal technology initiatives and maintain relationships with the AgriTrails precision ag partners.
* Lead ag technology demonstration programs (R7 Proven Acre trials) to showcase the value and drive adoption of technology tools.
* Support sales/marketing programs & sales goals for strategic products.
* Collaborate with key industry partners (i.e. Winfield United) to support cross-training and integrated product solutions to help the sales staff implement the Managed Acre strategy.  
  Consults, recommends, sells and delivers, all new precision farming products and services in a timely manner.
* Assists sales/agronomists with precision farming grower meetings and sales calls.
* Actively gathers and communicates market conditions and trends, customer needs and values, and product gaps in order to allow the business to create or modify product offerings.
* Makes sound and ethical agronomic recommendations in order to maximize profitability for our customers.
* Conducts product meetings, demonstrations, and equipment deliveries with customers and sales personnel.
* Stays current on features, benefits, and value of new technologies in order to make informed recommendations.
* Provides education and training to sales staff regarding precision ag technology’s agronomic advantages
* Approachable, relates well to others, engages people, articulates clearly and actively listens.

**Required Education and Experience**

* Bachelor’s or Associates Degree in related field or discipline
* 1 year related experience

*\*Equivalent Combination of education/experience will be considered.*

**If you are interested in applying for this position,**

**please e-mail your resume to** [**lsutton@agritrails.com**](mailto:lsutton@agritrails.com)**.**

**If you have any questions, please call Lisa at 785-366-7213.**