

## **POSITION ANNOUNCEMENT– Colorado Wheat**

### **Seed and Trait Specialist**

Colorado Wheat is seeking a highly motivated professional to join our team as **Seed and Trait Specialist** and represent PlainsGold – Genetics You Can Trust. The position is based in Fort Collins, Colorado.

Three grower-based organizations make up Colorado Wheat. The Colorado Wheat Research Foundation (CWRF) takes ownership of wheat varieties and traits developed at Colorado State University (CSU). Varieties are marketed under the PlainsGold brand; royalties are collected from the sale of certified seed and returned to CSU to support wheat-related research activities. The Seed and Trait Specialist will work closely with PlainsGold seed growers.

The Colorado Wheat Administrative Committee (CWAC) manages the two cent per bushel checkoff funds and directs them towards research, marketing, communications, and education for the Colorado wheat Industry.

The Colorado Association of Wheat Growers (CAWG) is a voluntary membership association that represents its dues paying members at the state and national levels while keeping them updated on issues that affect Colorado wheat farmers.

#### **Responsibilities:**

1. Manage and promote the PlainsGold brand.
2. Manage existing network of PlainsGold seed growers; expand the reach of PlainsGold by recruiting new seed growers in a territory to include Colorado, Kansas, Nebraska, Oklahoma, and others.
3. Develop content and marketing materials for PlainsGold, in conjunction with Communications Coordinator.
4. Participate in launch and adoption of the CoAXium Wheat Production System, a new herbicide tolerance trait in wheat.
5. Attend, make presentations at regional field days, industry meetings, and trade shows.
6. Analyze and forecast future variety and trait needs; manage grower contracts and stewardship agreements and compliance; make reports to Board of Directors.
7. In the course of networking, promote the objectives of CWAC and CAWG.
8. Work closely with CSU wheat-breeding and wheat-related research staff at CSU to fully understand and communicate variety and trait attributes to the network.
9. Collaborate with all CO Wheat staff to achieve group objectives; execute other projects as assigned.

#### **Qualifications:**

1. Bachelor's Degree in an agricultural, business, or marketing field preferred. Will consider other education levels with significant agricultural experience.
2. Significant experience in grower management; experience with marketing, sales and promotion.
3. Passion for agriculture and self-motivation towards delivering on objectives
4. Comfortable around farmers and seed growers; ability to function in a small office environment and foster team interaction.
5. Excellent public speaking and written communication skills
6. Adept with MS Word, Excel, PowerPoint, Outlook

The position reports to the Executive Director of Colorado Wheat.

To apply, send resumes to: Colorado Wheat, 4026 S. Timberline Road, Ste. 100, Fort Collins, CO 80525 or email to [brad.erker@coloradowheat.org](mailto:brad.erker@coloradowheat.org).