



**Job Title:** AFGM#010 Global Readers Technical Manager, Allflex Livestock Intelligence, EMEA

**Department:** Global Marketing

**Position Location:** EMEA

**Requisition ID:** AFGM#010

Allflex Livestock Intelligence is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring and traceability. Our data-driven solutions are used by farmers, companies and countries to manage hundreds of millions of animals worldwide. By putting intelligent, actionable management information into farmers' hands, our solutions empower them to act in a timely manner to safeguard their animals' health and wellbeing, while achieving optimal production outcomes for a healthy food supply. Allflex Livestock Intelligence is a Livestock portfolio of digital products within MSD Animal Health.

As the largest provider of animal identification technology, we meet growing customer needs by providing over 500 million tags for identifying, tracking and monitoring animals every year and we monitor over 5.5 million cows daily, which allows access to real-time, actionable data and insights to help improve or enhance animal management and health outcomes.

With over 60 years of experience and around 1,900 team members worldwide, we have a global network of experts, each with a great depth of experience and unparalleled knowledge, who provide a valuable resource to farmers, companies and countries. Allflex Livestock Intelligence has manufacturing and technology subsidiaries in North America, Europe, Israel, South America, China, Australia and New Zealand. Our products are distributed in over 100 countries.

Through its commitment to the *Science of Healthier Animals*®, MSD Animal Health offers veterinarians, farmers, pet owners and governments one of the widest ranges of veterinary pharmaceuticals, vaccines and health management solutions and services as well as an extensive suite of digitally connected identification, traceability and monitoring products. MSD Animal Health is dedicated to preserving and improving the health, well-being and performance of animals and the people who care for them.

For more information visit <https://www.allflex.global/>.

### **Job Description:**

The Global Marketing Manager for Readers is part of the Global Marketing and Technical team and will manage all the technical and marketing aspects of the ID Readers solutions and related products (tags, applications etc.). The Global Readers marketing manager is responsible to ensure alignment with the overall Global Marketing strategy and collaborate with all functions within the organization.

The main objective of this position is to manage the marketing strategy and solution requirements of the Allflex Livestock Intelligence Readers portfolio. In addition, this position should provide the technological knowledge for the overall readers' portfolio within and outside the group.

The Readers marketing Manager should have a deep understanding of the ID world and define our readers' technology platform requirements. From standalone hand-held readers for farmers to advance connected readers for data collection, the Readers marketing Manager should identify the needs across all target audience and translate them to a designed readers portfolio.

The Global Readers marketing Manager is part of the Global Marketing Team and will be reporting to the Global Marketing Director.

**In this role, your responsibilities will include but are not limited to:**

- Co-plan and define the overall Readers product requirements together with the Species product leads and update the technical platforms for new and existing products and services to ensure the best quality technical information is available both at global and local levels for strategic and operational needs.
- Actively participate in the formulation of the company long term global product development strategy, by continuously searching for new product opportunities and provide expert technical assessment of all new product proposals to R&D and Business Development departments
- Help the Marketing and product Development teams with regards to Regulatory needs and certification.
- Generate written technical information for publication or verbal presentation at meetings at various levels.
- Provide global expert technical representation at relevant meetings, congresses and exhibitions in order to promote the technical interests of the company and to enhance technical profile and good scientific standing
- Responsible for initiating, managing and maintaining a good technical relationship with key opinion leaders and academics
- Ensure that all global promotional, tutorial and PR material is technically accurate and ethical, and correctly reflects the product's value proposition. Also, manage similar communication, to ensure it is fully in line with our platform and product positioning
- Maintain awareness of competitor products and relevant technical activities; to ensure this information is effectively communicated to global colleagues and local companies to optimum benefit
- Supporting the global support team to define and implement the right support strategies for the readers at different regions and applications.
- Assist and guide local companies undertaking any local market product support trials to ensure that any such trials are properly designed and comply with our global technical and regulatory requirements

### **Qualifications:**

#### **Education Minimum Requirements**

- An Agricultural or Engineering degree

#### **Required Experience & Skills**

- Minimum 5 years of relevant experience in the livestock identification market; ID, readers experience is preferred.
- Full proficiency in spoken and written English (proficiency in second major language is preferred)
- Excellent verbal and written communication skills, including intercultural, interpersonal and general communication with a natural ability to work in a collaborative team environment
- Availability to travel (approx. 40% travel both domestic and international)

#### **Preferred Experience & Skills**

- Previous technical advisory experience in an animal health/management company or other relevant industry is desirable

- Global exposure/experience is preferred

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Job: Marketing

Travel: Yes 30% Travel

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