

# GRAIN MARKETING SPECIALIST

A Grain Marketing Specialist is responsible for managing inbound inventory and marketing grain procurement services and programs offered by their company to producers, agents and other potential customers.

## WHAT RESPONSIBILITIES WILL I HAVE?

- Buy grain in and around your designated trade area
- Conduct calls on current and potential producers to ensure customers are fully informed about the programs and services offered by the company
- Ensure the existing customer base is maintained and increase volumes through the acquisition of new customers
- Market and administer contracting programs through direct calls on individual producers and/or at general meetings held for producers
- Collaborate with other grain merchandising staff or sales staff to create and position risk management solutions for producers and members
- Create, adjust, and manage strong sales plans
- Provide pricing contract administration
- Provide timely information of schedules, pricing, contracts, grower information and competitor activity
- Provide excellent customer service to producers
- Remain up to date on industry trends and news
- Attend various industry tradeshow



## WHAT EDUCATION & TRAINING IS REQUIRED?

Associate's degree or higher in in agribusiness, marketing, agricultural economics, or agronomy; some licensure

## THE FOLLOWING HIGH SCHOOL COURSES ARE RECOMMENDED...

Agricultural education, mathematics, biology, business and computer courses

## TYPICAL EMPLOYERS

Large grain companies, smaller elevators and cooperatives, commodity marketers, or risk management programs

## FUTURE JOB MARKET/OUTLOOK



## SUGGESTED PROFESSIONAL ORGANIZATIONS & ASSOCIATIONS

- National Grain and Feed Association
- North American Export Grain Association
- Transportation, Elevator & Grain Merchants Association

## AVERAGE ANNUAL FULL-TIME SALARY

\$66,000