

Gopher Purple Sale Management Position Job Description

Mission Statement

The goal of this position is to assume all responsibilities mentioned below while conducting an effective, financially successful sale that promotes Hereford Cattle.

Financial Directives

1. Manage checking account
2. Manage Expenses/Income in a timely fashion
3. Collection and payments to consignors

Facility Logistics

1. Secure contracts and logistic arrangements with McCloud County Fairgrounds
2. Set up and take down of equipment needs(i.e. panels, shavings, sale arena set up).

Promotions

1. Pre - Sale promotion to increase consignors and grow the sale.
2. Social media advertisement for the sale.
3. Catalog development and printing
 - a. Gathering and compilation of all sale animal information including but not limited to - pedigree, sale order determination, photos and video of each consigned animal.
 - b. Layout, design, printing and distribution of catalog both via mail and digitally.
3. Consignor packets - including but not limited to rope halters, pedigree cards, sale numbers, stall assignments.
4. Secure vendors to provide food onsite during sale day.
5. Assign individual to do promotion of cattle on sale day - sale manager

Communications

1. Monthly updates to board of directors on sale progress and needs and required attendance of Spring meeting to report on sale progress.
2. Securing of sales staff and auctioneer - including signed contract agreement.
3. Securing online auction company - including signed contract agreement and commission agreement.
4. Sale day phones and media communication including internet.
5. Quarterly committee meetings in person or online to confirm that all directives are being met.
6. Membership and Junior membership updates via email or social media to keep them looped in to sale needs and progress.
 - a. Donation heifer
 - b. Scholarship applications and recipients

Sale Committee

1. Must be a member of the sale committee and work directly with the committee
2. Delegate sale duties and supervise progress on direct assignments to ensure assignments are getting done.
3. Develop and facilitate guidelines for sale day responsibilities.
4. Selection and Nomination of Livestock consigning to the sale.
5. Board must approve changes in policy or procedure presented by the committee.

Sale Manager Compensation

1. \$3000/year
2. 1% of net of sale revenue