

JOB DESCRIPTION

Job Title: Nutrition Advisor

The Nutrition Advisor plays a critical role in the organization by providing a blend of customer service, technical advice, and sales. The Nutrition Advisor provides technical nutrition support to current and prospective customers, assisting them with product questions and providing advice regarding feeding their horses, ration evaluations, and supplement use recommendations. This person may perform other cross-functional duties as needed to deliver excellent customer service. The Nutrition Advisor will work with sales and marketing teams, providing support and contributing to the achievement of KER customer retention and sales goals. The Nutrition Advisor will also coordinate with the technical nutrition group (R&D, formulation, etc.) and may be involved in special projects as well as attend trade shows and other industry events. The Nutrition Advisor must at all times behave in a professional and courteous manner, upholding and strengthening Kentucky Equine Research's reputation for providing excellent products and service.

Responsibilities

Reporting to the COO, the Nutrition Advisor will have the following responsibilities:

- Become a subject matter expert with extensive knowledge of KER products, partners' feeds, and their application in order to educate others and make appropriate recommendations for use
- Stay abreast of new developments, current knowledge, and developing trends within the equine nutrition field and horse industry; contribute to the dissemination of such knowledge across the organization
- Utilize the various KER technologies and tools available to perform ration evaluations, build recommended rations, and contribute or reference data on other products available in the market
- Respond to inbound leads, providing appropriate recommendations, and including KER and its Partners' products when relevant, to achieve sales and revenue targets
- Assist in answering customer questions, placing orders, and assisting with order inquiries (shipment tracking, etc.)
- Communicate regularly and effectively with accounts to establish positive and productive relationships, including site visits as warranted
- Provide training on KER products or nutrition topics to KER clients, from feed manufacturers and supplement distributors to consumers
- Assist in the development of product information, market comparisons, and other media and internal tools
- Provide nutrition support to sales and marketing staff and assist with special projects as needed
- Assist in preparations for and participate in trade shows and other events as needed

- Maintain internal lines of communication with marketing, customer service, and production teams to ensure timely responses to customer enquiries and issues and ensure that product and service standards are met
- Consistently utilize CRM system to track activities and progress
- Represent a positive and professional image of the company externally and internally.

Abilities Required

The Nutrition Advisor should:

- Be customer-oriented and engaging
- Be self-motivated, take initiative, and possess a strong sales drive
- Possess excellent verbal and written communication, time management, and organizational skills
- Be proficient in use of email, smartphone technologies, and MS Office suite, including PowerPoint as well as ability to learn new custom software systems and applications
- Be able to sit or stand for long periods of time
- Be able to lift up to 50 lb

Required Credentials

- Bachelor's degree in animal or equine science or related scientific field
- Experience in and knowledge regarding feeding and managing horses
- Previous experience in sales of equine nutrition products desirable
- Valid U.S. driver's license and personal vehicle with valid insurance
- Legal authorization to work in U.S.

Compensation and Hours:

This is a full-time, salaried position. Level of compensation will be based on qualifications, previous experience, and performance. It will be based at Kentucky Equine Research's corporate headquarters in Versailles, Ky.

Disclaimer

The above statements are intended to describe the general nature and level of work to be performed by the Nutrition Advisor. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required. The Nutrition Advisor may be required to perform duties outside of normal responsibilities from time to time, as needed.

Equal Opportunity Employer

Kentucky Equine Research, Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected

veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.