



Role Profile

Reports To: Global Marketing Manager

Position Location: Combination of remote work and on-site DeForest, WI

Company Background:

Genus (Parent company to ABS Global, PIC and R&D/IntelliGen) is a global FTSE 250 company, headquartered in the UK and listed on the London Stock Exchange. With revenues of around £500 million, Genus has a presence in over 70 countries, with a global workforce of approximately 3,200 employees. One of the best performing stocks on the London Stock Exchange, the Company's market capitalization is around £2 billion. **We are a worldwide leader in porcine and bovine animal genetics, partnering with farmers to transform how we nourish the world – a mission that is important to a sustainable future.**

Each generation of animals is selected based on a number of desired traits, including greater health, fertility, productivity or feed efficiency. With superior animal genetics, Genus helps its customers in the dairy, beef and porcine supply chains around the world produce offspring with improved robustness, superior production efficiency and greater sustainability. Genus's vision of *"pioneering animal genetic improvement to help nourish the world"* is supported by its core values to be customer-centric, results-driven, pioneering, people-focused and responsible.

For more information on our student program, please visit - www.startingatgenus.com

Overall Responsibilities: ABS Global is looking for a Global Marketing Intern to join our growing team. The ideal applicant will possess strong organizational, interpersonal, and planning skills and knowledge of the digital media landscape. The successful candidate will be responsible for assistance on-farm tours and ABS facility visits, content development for social and internal communication networks, video/audio editing support, digital asset management library and marketing data analysis.

Specific accountabilities:

- Assist in ABS facilities and farm visit tour logistics and execution
- Work with Global Marketing team to develop content calendars on a weekly and monthly basis for specific campaigns
- Create engaging social media content that can be shared through the year that corresponds with the content calendar and follows brand standards
- Assist in video/audio editing in Adobe suite
- Coordination and management of content in digital asset library system

Education & Experience:

- Pursuit of a bachelor's degree in Marketing/Communications, Agribusiness, Animal or Dairy Science, or related field is preferred but not required
- Effective interpersonal skills
- Display solid performance standards, be reliable and dependable



- Ability to work with and effectively promote a team environment
- Strong attention to detail and respect for quality assurance
- Excellent oral and written communication skills
- Working knowledge of Facebook, Instagram, YouTube, and LinkedIn
- Strong understanding in Microsoft Office applications
- Knowledge in Adobe applications is strongly preferred but not required
- Willingness to travel
- Self-motivated
- Ability to learn quickly and accept challenges
- Positive attitude
- Valid driver's license

Capabilities and behaviors:

- Live and display the Genus values at all times in day-to-day activities.
- Maintain professional verbal and written communications with co-workers, internal and external customers, and vendors at all times.
- Be flexible with respect to job responsibilities and consistently strive to be an effective team member.
- Strive to advance skills and display a willingness to accept future development.
- Actively participate in company training opportunities to further develop skills applicable to the team.
- Gain an understanding of the company's business and the team's role within the company.