

## Job Description

<b>Job Title:</b>	Seed Product Manager		
<b>Department:</b>	Crops		
<b>Reports To:</b>	Crops Commercial Manager		
<b>Hours / Days:</b>	Monday to Friday	9.00 a.m. – 5.30 p.m.	37.5 hours per week
<b>Job Summary:</b>	Working to the Fram 26 strategy objectives with specific responsibility for managing the seed product portfolio and identifying product innovations. Strategic alliances with existing and new seed suppliers as well as procurement of seed products on behalf of members at the best possible price and service. Provide support to other product managers as and when required.		

### Key Responsibilities and Duties

#### 1. Product Portfolio Management

- Negotiate and secure seed product portfolio, pricing, terms of trade with manufacturers.
- Identify and inform colleagues and members of product innovations.
- Maximise opportunities for product commitment and identify new related member services.
- Participate and inform product pricing benchmarking.
- Support and deliver relevant training to colleagues to increase knowledge and awareness of seed portfolio development.

#### 2. Network Relationships

- Identify key seed suppliers, distributors and network partners to increase crops turnover/added value to members.
- Establish and promote role as knowledge leader in seed to members, colleagues and supply chain.
- Identify new / alternative commercial opportunities, offering members a unique range of products and services that are not currently provided by the business.
- To participate in the growth of current volumes, turnover and surplus returned to the society.
- Encourage innovative input from members, staff and all other stakeholders.
- Create and encourage cross-selling opportunities in the business.
- Introduce and maintain an element of forward planning to gain commitment and help negotiate more effectively.
- Negotiations with existing and potential suppliers for the most advantageous terms.
- Participate in the development and delivery of Fram events including trials days, regional updates.

#### 3. Member Service

- Work with the CCM on strategic plans for seed including measures and milestones.
- Increase member commitment by offering truly unbiased advice.
- Ensure members are kept up to date with developments
- Ensure members are provided with an alternative source of cost-effective products & services as and when they become available.
- Actively promote the products and services the group provides to its members
- Increase volume and turnover with the existing membership base

- Develop a strong working relationship and pro-active Member engagement programmes with the existing membership base through effective office communications and farm visits.
- Liaise closely with the Member Development team in support of FF's Member recruitment remit.
- Provide and maintain a high level of service to the membership.
- To add value to Fram membership by designing offers in line with members requirements.
- Work closely with members to ensure offers are fit for purpose.
- Encourage member retention and grow the membership.

#### **4. Administration**

- Maintain accurate records of transactions with suppliers, member orders and supplier meetings.
- Assist with the preparation of the annual turnover budget and targets and assist Business Analyst in measuring these against the market.

#### **5. Professional Qualifications / Quality Standards**

- Maintain BASIS qualifications.
- Comply with TASC and FIAS standards, company procedures; ensure any breaches in security are reported to the Quality Co-ordinator.
- Deal with problems and complaints in accordance with the corrective action and customer complaints procedure as set out in the Fram Farmers quality manual.
- Abide by the relevant FACTS / BASIS codes of practice.

#### **6. General**

- Liaise with work colleagues as required.
- Maintain a professional attitude and promote the group wherever possible.
- Collate relevant information on various markets and utilise this information to the groups benefit.
- Participate in internal / external meetings as requested.
- Identify and meet personal job-related training and development as required.
- Undertake telephone liaison with relevant contacts.
- Provide assistance in terms of general and specific business support as required.