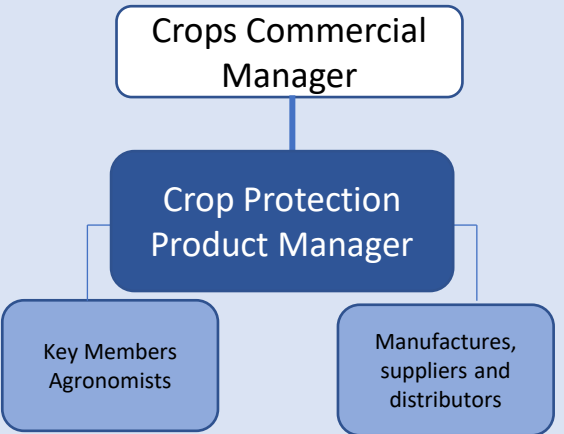


Role Profile: Crop Protection Product Manager

Job Description:

Job Title:	Crop Protection Product Manager
Department:	Crops
Location:	Framlingham
Hours:	37.5

Relationships:



Purpose of Role: Reporting to the Crops Commercial Manager, manage the AgChem product portfolio including product innovations, pricing and supply. Manage and develop Ag Chem supply chain and network including suppliers, distributors and agronomists including the facilitation of user groups. Identify and grow preferred supplier relationships and preferential sourcing, pricing and terms of trade. Provide proactive advice to colleagues on product availability and pricing including pre ordering of core products. Develop and grow identified Key Member Accounts to maximise share of wallet and ease of business through structured KAM approach.

Main Responsibilities *(primary accountabilities and responsibilities expected to fulfil this role)*

- 1 Product Portfolio Management:**
 - Negotiate and secure Ag Chem product portfolio, pricing, terms of trade with manufacturers and distributors
 - Identify and inform colleagues and members of product innovations
 - Maximise opportunities for product commitment and identify new related member services such as agronomy
 - Participate and inform formal and informal product pricing benchmarking
 - Support and deliver relevant training to colleagues to increase knowledge and awareness of Ag Chem portfolio development
- 2 Network relationships:**
 - Establish and promote role as knowledge leader in Ag Chems to members, colleagues and supply chain
 - Develop and grow relationships with key influences to members re Ag Chems including independent agronomists including identifying and delivering initiatives to promote Fram Farmers as preferred partner to all ind. agronomists.
 - Chair and facilitate Ag Chem related forums for members/agronomists
 - Participate in the development and delivery of Fram events including trials days, regional updates
- 3 Key Account Management:**
 - Develop annual business plans and quarterly reviews with key accounts to identify and fulfil product and service needs from Fram Farmers to grow share of wallet.
 - Support Key Accounts as single point of contact to Fram and align input from other specialists as required
 - Resolve Key Account member enquires and queries in a timely and efficient manner
- 4 Product Performance Management:**
 - Define and manage delivery of annual Ag Chem turnover and share of wallet business plan KPIs for Ag Chems
 - Define and manage delivery of KAM share of wallet growth KPIs
 - Ensure accuracy of Ag Chem purchasing data
 - With Support of Business Analyst, analyse and report on product performance on monthly basis to COO and board including industry trends and competitor development
 - Identify areas of under and over performance and recommend mitigation plans/share learning with colleagues
 - Secure and process member Ag Chem orders, resolve complaints

Role Profile: Crop Protection Product Manager

Person Specification:

	Essential	Desirable
Skills	<ul style="list-style-type: none"> • Excellent oral and written communication skills • Ability to motivate, negotiate and influence both individuals and teams • Excellent IT skills • An ability to handle sensitive and confidential issues and manage conflict effectively • Proven skills and competencies in operational planning • Excellent time-management and prioritization skills • Excellent planning and organisational skills • Proven problem solving capability • Proven ability to communicate and work collaboratively with staff at all levels. • Knowledge or experience of handling sensitive data and an understanding of Data Protection legislation 	<ul style="list-style-type: none"> • Understanding of HR processes
Knowledge and experience	<ul style="list-style-type: none"> • Minimum 5 years in crop husbandry or agronomy • Experience of working to tight deadlines • Proven experience of supporting senior management teams • Proven experience of creating a continuous improvement culture 	<ul style="list-style-type: none"> • Knowledge of UK Ag Chems supply chain and Agronomy network • Awareness of the current developments in Ag Chem manufacturers product portfolio • Previous experience of Key Account Management
Qualifications, certification & training (relevant to role)	<ul style="list-style-type: none"> • Educated to degree level or equivalent along with experience in a similar or related role • Proven track record of extensive relevant work experience • BASIS qualified 	

Expectations & Behaviours:

We have a clear set of Behaviours and Expectations of our people at Fram Farmers and the following are essential to this role:

Forward Planning	Anticipates the possible demands and outcomes of a particular task or situation – plans and prioritises appropriately.
Adaptability	Responds positively to changing business circumstances and readily adapts behaviour to maintain effective performance.
Wider Thinking	Actively considers the wider picture, identifying patterns and connections between issues / situations that are not obviously related.
Business Development	Researches and obtains Suppliers/Members by building and maintaining useful working relationships.
Collaboration	Encourages the contribution of others and takes their views into account.
Innovation	Thinks of and/or encourages new ideas, and is keen to experiment and see ideas implemented.