

## Job Description

<b>Job Title</b>	Crop Production Business Manager	<b>Employee Name</b>	xxxxxxxxxxx
<b>Reporting to</b>	Head of Crop Production	<b>Responsible For</b>	n/a
<b>Location</b>	Honingham Thorpe, Colton, and any other reasonable locations as required.		

### Overview of Role

Working as an integral part of our Crop Production team you will be responsible for supporting the Head of Crop Production to increase AF membership and working closely with key accounts on their crop production inputs covering seed, fertiliser and crop protection products. This will also involve strategic relationships, negotiations and commercial agreements with suppliers, manufacturers and breeders across the UK industry sector. Opportunity to develop AF's Seed Business strategy with aim to significantly grow our service to members in this sector. As a group we are focussed on ensuring that our farmer members receive excellent customer service coupled with building strong relationships throughout the supply chain.

### Duties and Responsibilities

- The agricultural environment is constantly changing with new technologies, consolidation and legislation. You will be expected to have an in-depth knowledge of these changes and help evolve the overall crop production strategy to respond to the challenges and opportunities ahead.
- Develop and implement a strategic plan for the seed business with the aim of doubling the value of this sector within a three-year period.
- Identify growth opportunities from existing and new potential members.
- Develop and build relationships with AF key account members, becoming their primary point of contact for CP inputs.
- Manage existing accounts with other farm buying groups and identify opportunities to grow business in collaboration with other UK buying groups.
- Manage specific supplier accounts, agreeing forecast plans, commercial terms and end of season rebates.
- Manage strategic plans with crop production manufacturers and seed breeders to help develop a clear product & variety strategy including commercial support programs
- Identify market research opportunities to secure income from AF's bank of transactional data.
- Develop AF Crop Production marketing campaign to promote and increase our exposure across the UK and support business growth outside of East Anglia.
- Building relationships with key independent agronomists across the UK. We work with over 100 who require regular communications from the AF business.
- Identifying and developing new business opportunities with these agronomists.
- Attending industry, events and technical meetings to represent AF. and ensure we are up to date on the latest developments.
- Team management – be responsible for managing individuals in the CP team and helping develop their own career plans and increasing their business knowledge

### Performance Measures

To be agreed and specified in PDR

## Person Specification

The Crop Production Business Manager should have an in-depth knowledge of the agricultural industry with both technical and commercial acumen. They should have the ability to work on their own initiative, whilst also supporting the Crop Production team. They will also be excellent communicators, have an unrivalled ability to work with many stakeholders, both internally and externally, and have a passion for giving everyone they deal with the best possible customer service.

## Qualifications & Experience

### Essential

- Strong IT and data presentation/analytical skills, including Microsoft Office – especially Excel.
- Confidant at communicating pleasantly and professionally with all of our stakeholders.
- Excellent attention to detail, together with a 'can-do' attitude are both essential for this busy and varied role
- Team orientated, able to establish rapport and become part of an engaging team
- Experience of the arable inputs supply chain or arable farming.
- Good knowledge of seed industry and plant breeding technology.

### Desirable

- BASIS and FACTS qualifications

## Personal Qualities

- Drive, enthusiasm and resilience - we work in a multi-faceted and challenging environment
- Sense of ownership and pride in your performance and its impact on company's success
- Commitment to attain delivery goals and personal objectives
- Strong interpersonal skills.
- Friendly and approachable personality, expert at building rapport
- Initiative and self-confidence
- Experienced user of Microsoft Office packages, especially Excel.
- Views problems as challenges that we work together to resolve
- Patient, good at planning and methodical in your approach to work
- Pro-active in your work and always thinking 'what's next to do' and 'what can I improve?'

## Values

### Service - **We will delight you in every transaction**

- We understand and agree people's expectations and accurately fulfill them
- We care and demonstrate empathy in every interaction
- We build genuine and long-term relationships
- We work at a consistently high standard and provide the best quality service
- We communicate in a positive and professional way
- We leave a lasting and positive impression
- We get things right and don't cut corners

### Excellence - **We strive to be outstanding in everything we do**

- We go above and beyond agreed expectation
- We listen and understand people's requirements
- We share expertise and knowledge
- We take responsibility

**Responsibility - We do what we say we'll do, with integrity**

- We understand the impact of our actions and act accordingly
- We act with integrity and in the interests of AF, its people and the communities in which we do business
- We are responsible and ethical
- We are motivated and act in an efficient and productive way
- We take ownership and see things through

**Value - We add value**

- We ask the right questions to understand people's needs
- We ensure we provide ease of purchase, continuously improving our processes
- We act on requests in a timely way
- We get things right first time, providing an efficient, reliable and trusted service
- We identify beneficial opportunities across all of our services
- We see and think beyond people's initial needs, helping to propose and deliver solutions
- We plan and are well prepared
- We forge strong relationships built on trust and commitment

**Signed (Employee):**

**Date:**

**Signed (Manager):**

**Date:**