

Job Description

Job Title:	Head of Crop Production	Employee Name:	
Reporting to:	Procurement & Commercial Director	Area of Responsibility:	Crop Protection Fertiliser Seed
Responsible For:	Direct – Business Managers. Indirect – Buyers/Team Leaders		
Location:	Honingham Thorpe, Colton, and any other reasonable locations as required		

Overview of Role

To manage and lead the AF Crop Production business unit within company policy and guidelines to implement, meet and aim to exceed, the business plan targets and objectives set annually. Our Crop Production business unit includes Crop Protection, Fertiliser and Seed

Principal Duties and Responsibilities

General

- Prepare and deliver the annual Business Plans for Crop Production including budgets in conjunction with the relevant Business Manager
- To procure crop protection products for the members through various channels and business arrangements that deliver outstanding value in terms of price, service and product range which exceeds the value a member might have achieved by working in isolation
- Seasonal product forecasting with key suppliers (includes Cereals, Root Crops and Speciality Crops)
- Drive CRM (Customer Relationship Management) and become the Face of the Customer for the relevant business unit
- Review, monitor and update forecast against plan as required providing necessary supporting commentary
- People management responsibility for direct reports including Business Managers. Indirect responsibility for Business Manager's teams including continual development of direct reports
- Have an awareness of external environment and how political, social, economic and environmental factors affect product areas highlighting where there may be an impact on the business
- Drive the commercial success of the business unit identifying opportunities for business growth
- Ensure the product areas processes and procedures are implemented and all business activity is accurately recorded and reported as necessary
- Contribute to company KPI's as required
- Be the SME (Subject Matter Expert) in their relevant business unit. Take steps to ensure knowledge base of the product areas is maintained and an understanding of any future technical and commercial aspects of relevant markets and any impact these may have on the business is communicated and acted upon
- Responsibility for driving cross-selling activities across all business units in conjunction with other Heads of Department
- Identify appropriate times to make purchases and communicate this information as appropriate
- Effectively communicate and implement various procurement strategies deemed suitable for product area
- Actively engage and drive 'Share of Wallet' activities within own team and cross functionally
- Challenge the status quo and have the ability to make bold changes that positively impact the business and stakeholders
- Progress new business opportunities for product area including new markets and alternative supply chains
- Create an inclusive, curious environment within their teams

- Undertake negotiation and buying functions communicating agreements to team members and other parties as deemed appropriate.
- Ensure AF terms with suppliers remain current, relevant and value for money.
- Work closely with other Heads of Department from other teams, particularly those with whom there is a natural cross-over in terms of product area, to identify joint ventures and sharing of expertise
- Managing revocations

Supplier Management

- Actively identify new potential suppliers to market
- Embrace, lead and manage SRM (Supplier Relationship Management) in order to maximise the value obtained through these relationships
- Take active steps to manage existing supplier relationships & develop longer term strategies
- Continuously evaluate supplier performance and seek to provide feedback to enable improvements
- Responsibility for high level negotiation and contract management

Member Management

- Work closely with membership taking appropriate steps to understand needs and identify solutions
- Build solid relationships with membership ensuring consistency of service and approach
- Act as an added value interface between member and supplier to build commitment
- Ensure members are kept updated regarding product area changes and legislative changes
- Seek member feedback to evaluate performance and enable improvements
- Lead and manage the segmentation process in conjunction with the Membership team

Team Management

- To manage your team effectively, including dealing with day-to-day issues (e.g. sickness/holidays), ensuring adequate staff cover is maintained.
- Highlighting and dealing with performance management issues (e.g PDR's / disciplinaries) in line with company policy and guidelines
- Helping to maintain team morale, reviewing team and operational needs regularly and identifying training needs.
- Ensuring your team members are aware of their duties and responsibilities and monitoring their performance against agreed KPI's for team in line with delivering wider company KPI's as appropriate

Ad-Hoc tasks

- As a senior member of the team you would be expected to undertake ad hoc tasks and projects as and when requested.

General Duties and Responsibilities

- Contribute towards continuous improvement of service levels throughout business.
- Adhere to company policies and procedures at all times.
- Act in a professional and ethical way, maintaining a high degree of integrity, promoting the activities of AF at all times.
- Maintain the highest levels of confidentiality pertaining to all AF business and be aware of inadvertently passing on information to members and suppliers. The passing on of information between parties and to ex-employees is not acceptable. All employees are expected to act professionally in this regard and any breaches of confidentiality will be treated seriously.
- Health & Safety - maintaining a safe working environment. You will be required to follow all company procedures with regards to Health & Safety. Always report anything that is unsafe. Consider Health & Safety implications of yours and others actions at all times.
- From time to time you may be requested to work outside of your normal working hours to help maintain effective cover. You may be required to perform other duties within the company that will

be within your capability. You may also be asked to represent the company outside of the office at Shows/Events

Performance Measures

General

- When engaging with members, explicitly set and manage their expectations, ensuring any problems are escalated immediately through the proper channels using 'feedback'
- Make sure team ensure orders/contracts are confirmed via approved process and members are fully aware of what has been agreed and that any discussions are followed up in writing
- Regularly monitor outstanding orders on Afi (AF internal account management system) for which team members are responsible, ensuring these are closed down in a timely manner and all paperwork is reconciled

Person Specification

Qualifications & Experience

- Management experience essential
- Demonstrable experience (preferably at least 10yrs experience) within the Crop Production area
- BASIS qualified (ideally diploma level)
- FACTS qualified
- Agronomic knowledge
- CIPs qualification is desirable
- Knowledge of product area and related markets essential (including pricing structures/changing markets and technological changes)
- Strong negotiation skills required
- Exhibit market knowledge of required business area
- Competent in writing reports, articles and presenting self in front of an audience
- Data analysis and presentation skills
- Able to demonstrate ability to identify and make improvements
- Proven experience of required field of expertise
- A track record of over delivery
- Experience required in setting and managing budgets
- Strong networking skills
- Comfortable in working with senior people

Personal Qualities

- Strong leadership capability
- Ability to mentor and coach to improve performance
- Possess the ability to operate at a strategic level as well as a tactical level but be able to switch seamlessly between the two when necessary
- Can develop credibility both internally and externally
- Confident to make decisions and defend these
- Used to working to very tight deadlines in a fast-paced environment
- Ability to manage upwards
- Able to working in a highly demanding atmosphere
- Able to come up with ideas for improvement and development of the business
- Team player but also able to work alone and use own initiative

Signed (Employee):

Signed (Manager):

Date: