

Regional Sales & Marketing Manager – Victoria and Southern NSW

ROLE

Agribusiness is now a key growth sector for Australia with a current revenue of \$207 billion and growth rate of 3-4%/annum and approximately 125,000 businesses. Software systems are becoming increasingly important in agricultural production. Do you want to be part of this dynamic industry? For a key client of mine I am currently looking for a **Regional Sales & Marketing Manager** who is specialized in selling and marketing in **rural industries**. The business is a unique software company that delivers management, production and accounting solutions that address the four components of any farm business' being business management, livestock management, farm management and farm planning.

DESCRIPTION

As the **Regional Sales & Marketing Manager** you will be primarily responsible to take a pro-active role in seeking opportunities to market the company's software products and services with an expectation that the company brand is well recognised. With your enthusiasm and passion you will be a proactive and driving force in achieving the company goals and targets and in developing new business opportunities.

RESPONSIBILITIES:

Your main responsibility as **Regional Sales & Marketing Manager** is the proper execution of the sales, marketing plans and business development plans. You will be responsible for all the technical and marketing communication, like marketing materials, newsletters and organizing trade shows. You will work closely with the Chief Executive Officer to develop plans and programs for the software products to give them a real key competitive advantage at all times in the marketplace. With your experience as a sales and marketing professional you are able to understand and implement customer wants and needs to contribute to the improvement of the product range.

REQUIREMENTS

- 3 till 5 years of experience in a similar sales and marketing or business development role
- Knowledge and experience in agribusiness and rural markets
- Proactive and driven to succeed
- Great communicator
- Creativity, planning and organizing are your strongest points
- Willing to travel

LOCATION

Location is flexible but must be able to service Victoria and southern NSW effectively.

INTERESTED?

Are you interested and are you the one we're looking for? Please feel free to apply for this role via the Apply button or give me a call on 0419012841 or email me at ray@agri.com.au Dr. Ray Johnson, Managing Director, Agricultural Appointments.

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