



Sales & Marketing Manager

The Company

Our client is a world-leading agricultural technology company that is launching a new innovative product targeted at the beef and dairy industries worldwide. As the product has advanced through to the commercialization stage they now need a **Sales Manager** to drive the ongoing introduction into the market, establish a solid sales base and to continue to work with the product development teams.

The Role

This person will be responsible for engaging with customers to understand their needs and to help translate these into product features and functions, and to develop strategies and drive initial sales to those customers. This will involve meetings primarily with beef and dairy farmers to communicate key product features, organising trials and obtaining feedback to continually enhance and improve product performance. It would ideally suit someone who has good knowledge of the beef and/or dairy livestock sectors, and who is adept at taking new product technology to these markets.

Duties

This role will be responsible for the following key work areas:

- Work with property managers and beef production companies to understand and determine customer needs
- Build rapport with a customer base of farmers and natural resource managers in key target markets – Australia, NZ, North America, South America, UK, Europe, RSA
- Communicate customer needs to the product development team in alignment with company strategy and vision
- Build relationships, scope and negotiate contracts for product trials in Australia and in international markets
- Execute plans and contracts by organizing and running local and overseas validation trials
- Establish and build initial sales and marketing capability and develop key marketing messages
- Develop go to market strategy working with strategic partners
- Drive sales growth and provide outstanding customer service

Requirements to apply for this role

You will need to have the following attributes to apply for this role:

- Experience of the northern beef industry
- Able to work in a fast-moving environment of a new agri-tech startup
- Professional, proactive, adaptable, self-motivated, team player, focused
- Someone farmers will respect and can discuss their needs and problem areas
- Can develop sales strategies and then prepare and implement sales plans
- Understanding of the beef and dairy production models and on-farm working experience
- Preferably has grown up on a farm or managed and operated a beef farm in Australia or overseas

Location

This role is ideally located in or around the Melbourne area. Significant travel is envisaged.

Remuneration

An excellent remuneration package is on offer to attract the right person for this crucial role, including salary, superannuation, computer and phone.

To Apply

Please apply online.

Contact Dr. Ray Johnson
Senior Agribusiness Consultant and Managing Director, Agricultural Appointments

by phone 0419 012 841

or

email ray@agri.com.au

for a confidential discussion on the role if required.