

Grower Marketing – Business Development Manager

THE COMPANY

Our client is a leading sugar processor and marketer, servicing clients across all sugar growing regions.

THE ROLE

They are seeking a strong commercially focused Business Development Manager to drive the ongoing engagement with new and existing sugar growers through promoting the comparative advantage of the product and service offerings. This role will have the opportunity to participate in strategy development and in proposing innovative or improved pricing mechanisms, methods of grower engagement, communication, and technology.

The incumbent will also have the opportunity to participate in the ongoing development of business processes and systems for the range of pooling, pricing and advances options offered to cane growers to enable them to effectively manage their exposure to sugar.

Other key responsibilities include:

- Participate in engagement strategies to promote the benefits of the organisations sugar marketing within cane growers forums including: key growers, opinion leaders and influencers.
- Build and maintain a relationship with a diverse range of external service providers to growers – accountant/bank/consultant/lawyer/agribusiness – to ensure understanding of marketing products and services offered.
- Create pitch decks, sales tools and standardised call plan for pursuing new business opportunities.
- Undertake detailed product and competitor research to ensure high level of understanding of comparative product and service offering and educate the broader marketing team.
- Attend industry events, field days, expos and the like as a Wilmar representative. Develop a professional profile within the cane industry to become a requested presenter where appropriate.

THE REQUIREMENTS

- Relevant tertiary qualifications (agriculture, business, finance, economics) or equivalent practical experience as well as 5 years or more of experience in a similar commercial role.
- Demonstrated experience of winning new business and the ability to effectively influence, negotiate and communicate at all levels.
- General knowledge and understanding of agriculture, sugar industry and commodity markets are essential.
- Knowledge of and experience with financial products including derivative products, hedging,

futures, and commodities is highly regarded.

LOCATION

Based in Townsville, QLD.

TO APPLY

To enquire, please phone David Compton at Agricultural Appointments on 02 9223 9944 or apply online at <https://adr.to/sbosaa>

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