

## Crop Manager – Job description

### Main responsibilities:

- Lead a portfolio for crop under responsibility and specific market segments.
- In charge of mid/long term marketing strategy, campaign preparation and implementation for specific crop and manage life cycle of its product and portfolio.
- Launch new projects, prepare marketing plan, promotion and advertising plan (technical meetings, field days, demo plots and so on).
- Lead financial and profit of its portfolio; run price / volume / profit analysis in the country for projects and existing products.
- Deep understanding customer and market needs: quantitative and qualitative, market evolution and trends estimations).
- Monitoring business evolution per crop, market evolution, competitors, sales evolution.
- Planning abilities: objectives proposal (volumes, packing, prices), annual and 5 years plan.

### Skills:

- Broad knowledge in agronomy/crop protection – center of expertise for the crops under direct responsibility.
- Technical and promotion support for the commercial organization.
- Team player demonstrating flexibility and adaptation to new working environment and company culture.
- Results oriented, problem solving, looking for solution and creating simplicity.
- Good communication skills, both internal across the organization and external with key stakeholders - opinion leaders, decision makers.
- Optimistic person with good analytical skills.

### Experience:

- Agronomist, minimum 5 years.
- Languages: Fluent written and spoken English.
- Effective use of computers and MS Office.
- Ready to travel (30-40% of the time).