



ADAMA

# Regional Agronomy Manager

## Regional Agronomy Manager Team

ADAMA Agricultural Solutions UK Ltd

### Our Values:



**GETTING IT  
DONE**

Our get it done attitude drives us to constantly seek better, more effective solutions for our customers with energy and enthusiasm. We roll up our sleeves to meet their challenges, keep our promises and deliver results. That's when we're at our best.



**CREATING  
SIMPLICITY**

We keep things simple. That's because we get how complex and challenging farming and our industry is. We bring a straightforward and clear approach to doing business with our customers and work hard to make farmers' lives easier with effective, easy-to-use solutions.



**EMPOWERING  
PEOPLE**

Each of us has the freedom to act; to bring new ideas to strengthen ADAMA and improve the solutions we provide our customers. We're empowered to take initiative and to think entrepreneurial. This goes together with a commitment to mentor, train, inspire and provide resources to help us perform better.



**PASSION  
FOR PURPOSE**

Our passion is the fuel that propels us. We're passionate about agriculture and the role we play in helping farmers produce the food needed to nourish the planet. We're passionate about seeing ADAMA succeed and in the larger success of our customers, partners and colleagues around the world.

Regional Agronomy Manager Job Description

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Our People are Our Biggest Asset

Listen > Learn > Deliver

# Regional Agronomy Manager

## Regional Agronomy Manager Team

### Overview

Working within the Commercial Function and reporting to the Regional Agronomy Manager Lead, Regional Agronomy Managers will have responsibility to maximise ADAMA product uptake for a defined geographical region, via the development of relationships and communication of ADAMA technical and commercial messages to key distributor and independent agronomists.

Reports to Regional Agronomy Manager Lead, the role has no direct reports.

### Key External Contacts

Ongoing dialogue, daily in season & monthly meetings with 50-100 identified regional influencers as follows;

- Customer Agronomists
- Regional Customer Team Leaders
- Customer Technical Teams
- Independent Agronomists
- Key Farmers

### Key Internal Contacts

Go to Market Director, Regional Agronomy Manager Lead, Regional Agronomy Managers, Technical Specialists, Product Managers, Digital Specialist.

### Core Responsibilities

#### Strategic:

- Supporting Technical Specialists and Product Managers, develop and refine credible, leading technical positions to facilitate the growth of existing products and the effective launches of new offers.
- Working with Regional Agronomy Manager Lead, National Account Managers, and Digital Specialist, develop an influence plan for the region which prioritises, develops and continually refreshes key regional contacts and maximises Adama business. Maintain in Salesforce.
- With support from the Regional Agronomy Manager Lead, National Account Managers, and Product Manager, develop a 3-year business plan for the region

#### Seasonal:

- Working with Regional Agronomy Manager Lead, National Account Managers and wider Go to Market Team, co-ordinate and present spring and autumn technical campaign messages to key distributor & independent agronomists, and distributor regional/team leaders, reflecting the technical and commercial priorities of each product.

- Form and sustains long term partnership relationships with key agronomists (distributor and independent) and identified farmers.

#### Daily or as required:

- Working with RAM Team, National Account Managers and Technical Specialists, act as day to day support for a key distributor account, ensuring all key technical and marketing materials are made available to the account in a timely fashion. Identify and co-ordinate trials requirements for nominated account, including demonstrating the trials.
- Reporting back to the commercial team and other relevant colleagues, significant information through the CRM system.
- Working with National Account Managers and Technical & Operations Team, manage all product investigations for a satisfactory outcome ensuring all relevant information is recorded on Salesforce.
- Support Technical Specialists, as expert witnesses, in strategic meetings to provide feedback from Independent and distributor customers to internal stakeholders.
- Working with Digital Specialist, ensure all relevant data (meeting output, prioritised contacts, product investigations) are captured on Salesforce in a timely manner, ensuring a 360 degree view of key contacts.
- Ensure technical knowledge is kept up to date and refreshed through the attendance of internal ADAMA training sessions and external demonstrations, seminars etc. with key industry organisations (Customers, NIAB TAG etc.)

#### Essential Skills Required

- 5 years minimum technical experience
- BASIS qualified, or technical degree /PhD
- Full, clean UK driving licence
- Good planner, listener, communicator (verbal and non-verbal)
- Self-motivated and comfortable working both independently and as part of a wider team.
- Diligent and hard working with a strong desire to succeed.
- Excellent communication skills (both written and spoken).
- Good presentation skills
- Willing to travel and stay overnight.
- Customer excellence (prompt and accurate responses, strong relationship management, trust, respect, good emotional intelligence)
- Ability to use persuasion to address key concerns and presenting mutually beneficial solutions
- Trustworthy

# Person Specification

## Regional Agronomy Manager

### Unite ADAMA Home

- Understand the implications of own actions on other units.
- Take prompt and well thought decisions in own area of responsibility.
- Be agile in order to work successfully in a new cultural/ business setting.
- Be seen by others to be putting ADAMA before self and the needs of the group before the needs of own unit.
- Collaborate with others, while accepting and valuing differing opinions and backgrounds.
- Communicate openly to individuals and teams.
- Work effectively with others while recognizing their agendas.

### Inspire

- Demonstrate a sense of passion, pride and confidence about ADAMA.
- Understand what the future looks like and be committed to it.
- Consistently demonstrate a positive 'can-do' attitude.
- Co-create (with one's manager) own goals that are challenging and aligned with the unit's/ function's strategic direction.
- Understand the relevant business environment to one's area.
- Demonstrate flexibility to move between day-to-day tasks and long-term projects.

### Promote freedom within a framework

- Proactively seek greater responsibility beyond current scope.
- Confidently take-on additional responsibility that is handed down from above.
- Demonstrate motivation to grow by seeking development opportunities and proactively discussing it with one's manager.
- Use the provided space within the framework to maximize own potential.

  

- Demonstrate openness to change. See the opportunities in the change to overcome own resistance to it.
- Adopt the change by understanding its purpose and adapting own actions and behaviors to support it.
- Think 'Out of the box' and suggest creative ideas that bring value.

### Make us better

- Pursue up-to-date knowledge, learn from mistakes and actively seek improvement opportunities.
- Provide one's insight and feedback in relevant situations.
- Co-create (with one's manager) own development plan according to current and future growth needs.



Never give up; go the extra mile to get things done and follow through on commitments.

Demonstrate high quality standards in achieving own goals. Proactively raise awareness to issues that could impact achievement of goals.

Respond effectively to challenges of external customers/ internal interfaces, by offering relevant, simple solutions.

### Earn trust

Work with Integrity and follow ADAMA's Code of Ethics.

Be authentic and respectful.

Be accountable for decisions and results.

Proactively communicate to build trust with colleagues and customers; be involved, not distant.

Attempt to resolve conflicts effectively, while displaying proper conduct and respectful behavior.

Show openness and receptiveness to feedback from others, to build authentic communication channels.