**Role Description & Person Profile**

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| **Job Title** | Head of Direct to Farm (D2F) |
| **Reports to** | AB Dairy Managing Director |
| **Business** | AB Dairy |
| **Location** | UK – National Role |
| **Direct & Indirect Reports** | Directs: Total: 7. Regional Consultant Leads (x2); KW Commercial Leads (x2); Business Development Coordinator; UK Account Manager - Feedlync; D2F Customer Support  Indirects: c. 50 |
| **Budget Responsibility** | Yes. (c.£5.8m) |

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| **Role Overview**  Impact Statement | The Head of Direct to Farm will lead the strategy and execution of the company's Direct to Farm sales and consultancy operations, focusing on developing and maintaining relationships with key farmer customers in the UK dairy industry. This role will oversee a multi-disciplinary team responsible for driving growth and profitability across the UK regions for our business and our farmer customers.  This role will be pivotal in increasing revenue, market share, and brand presence in the D2F dairy sector. The Head of D2F Sales will be key to expanding strategic partnerships, building long-term customer relationships, and ensuring exceptional service delivery to the company’s D2F customers. Their work will directly influence the company's growth and profitability within the dairy industry alongside collaboration with the Dairy Senior Leadership team. |
| **Key Responsibilities** | * Leading sales channels to market for dairy products and services * Driving the adoption of AB Dairy products and services on all target farms * Leading the on farm regional KW Sales and Kite Consultancy teams to identify opportunities to grow the on-farm consulting customer segment and execute sustainable growth plans. * Managing Regional Leads to identify opportunity to provide value added services, products and technologies to our farmer customers. * Aligning with the Corporate Consulting team to identify and secure new customers * Working closely with the Operational Marketing team to drive implementation of campaigns across the regional channels. * Manage the smooth integration of new services/products/technologies into the sales portfolio * Lead, motivate and develop the regional teams to maximise performance, develop skills and promote succession * Develop a talent pool of consultants to enable future growth * Ensure internal stakeholders are clear on the sales growth strategy, including the status of existing accounts, ambitions for growth, financial risk and tactics to manage risk * Budget and P&L ownership * Responsible for annual sales/margin/EBIT targets * Maximising profitability of segment * Customer insight and market data led decisions |
| **Key Stakeholders** | * Dairy Leadership Team including Head of B2B & Product Lead & Head of Operational Marketing * Head of Technical * Head of Marketing * Head of Finance * Finance Director * External customers * Industry bodies |
| **Other Factors**  Travel, shift pattern, working hours, Licence type etc. | Travel within the UK will be as per business need with possibility for international travel |

**Person Profile**

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| **Required experience, qualifications, and necessary knowledge** | |
| **Essential** | **Desirable** |
| * Strong commercial awareness gained through operating at senior levels across the agricultural industry * Experience of building on farm customer relationships * Numerate with the ability to interpret financial information * Ability to forge and influence relationships at a senior level to quickly gain and develop trust and respect * Ability to make decisions based upon information to hand and having regard for broader business implications | * Broad experience and detailed understanding of the ruminant industry * Strong knowledge to debate and challenge technical topics (R&D, trial data, product development/positioning, applications etc.) * Proven success in growing, servicing and expanding a portfolio of strategic client relationships, leading client facing teams and negotiating at senior levels |

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| **Key Behaviours** | * Leadership: Demonstrates strong leadership skills, inspiring teams to meet sales targets and ensuring alignment with overall business goals. * Customer Focus: Always places the customer at the heart of decision-making, ensuring customer needs are met with exceptional service. * Strategic Thinking: Able to think strategically and act with a long-term view, identifying opportunities for growth and business development. * Results-Driven: Focused on delivering tangible business outcomes, with a strong focus on revenue and profitability. * Adaptability: Comfortable with change and able to pivot strategies quickly to respond to new challenges in the market. |
| **AB Agri High Performance Framework** | Our high-performance framework is a set of guiding behaviours which have been created with people from across our businesses to enable great performance across the organisation. The focus is on what you can do to demonstrate high performance in your role, as well as the behavioural inputs to assist you getting there.   * Pioneering – Curious, spirited and bold. We lead the right way. * Excellence – We seek excellence in all that we do. * Growth – We create ways for our people and customers to thrive. That’s how we keep making a difference. |