



Role Description & Person Profile

Job Title	Service Manager
Reports to	Service Director
Business	NMR
Location	Home Based
Direct & Indirect Reports	Area Coordinators
Budget Responsibility	Yes

Role Overview Impact Statement	The Service Manager will be responsible for managing the people and resources within their defined area. They are responsible for service provision and customer satisfaction within this area working with a team of Area Coordinators, Service Resource Manager and with strong links to the regional commercial teams you will be responsible for ensuring the service is delivered accurately and efficiently.
Key Responsibilities	Management: • To manage and drive a motivated team of Area Coordinators to achieve targets of all products and services, timelines and other delivery KPIs • Recruitment, motivation, training and retention of all employees • Utilise feedback to improve performance and drive improvement within your areas • To undertake various MI reporting • To ensure your team comply with the relevant Health & Safety Regulations Customer Relationships: ○ Work with the Area Business Manager to ensure customer satisfaction ○ Determine the service levels available to customers based on their segment

	○ Use customer feedback to improve our service provisions and guide decisions ○ Look for ways to improve every touch point with the customer ○ Data quality performance reporting Service Provision: • To be responsible for the efficient delivery of service via available resources to defined performance standards within your defined area and other areas within your remit • Ensure efficient box delivery and collection working with couriers, operations, samplers, milk recorders and employees • Manage late lists of customers and remain in contact with the area business manager regarding this • Work to various KPIs to ensure high level of data quality • Work with customers and the sales team to sign up new herds, onboard new customers and change/add services when required • Assist the customer service and processing teams in resolution of customer issues • On farm training of self-employed contactors and employed staff • Adherence to Service Level Agreements for self-employed milk recorders and samplers working on your territory
Key Stakeholders	• Regional Business Managers • Service Managers • Service Resource Manager • Area Coordinators • Head of Sales • Other sales specialists • Customer support
Other Factors Travel, shift pattern, working hours, Licence type etc.	Driving licence essential Prepared to travel where reasonably needed in the UK, overnight stays may be required.

Person Profile

Required experience, qualifications, and necessary knowledge



Essential	Desirable
- Managing and motivating field-based or remote teams to achieve KPIs and service standards - Experience in recruitment, onboarding, training, and performance management - Strong customer service and relationship-management skills - Ability to analyse MI/data to drive operational improvements - Experience coordinating service delivery across multiple stakeholders (e.g., couriers, contractors, operations teams) - Confident in resolving customer issues and supporting cross-functional teams - Ability to maintain high data quality and ensure accurate reporting	- A graduate, HND or equivalent in Agriculture or Agri related - Knowledge of dairy herd performance, farm management, and data-driven farm solutions. - Experience in cross-functional collaboration within a wider commercial organisation. - Background in logistics, field service, agriculture, or dairy/milk recording environments - Experience delivering training - Understanding of workforce planning and route/area optimisation - Familiarity with continuous improvement methodologies (e.g., Lean tools) - Experience using CRM or field service management systems

Key Behaviours	- Confident and credible leader with ability to inspire teams. - Collaborative, adaptable, and proactive in seeking opportunities. - Passionate about the dairy industry and supporting farmers to achieve success. - Builds trust and long-term relationships through proactive engagement and support. - Takes ownership of customer queries and issues, ensuring timely resolution. - Uses data and insights to inform decisions and add value to customer interactions. - Works effectively with colleagues across departments and partner organisations to deliver joined-up solutions.
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	• Shares knowledge and best practices to support team success. • Responds positively to change and seeks ways to improve processes and customer experience. • Keeps up to date with industry trends and company initiatives.
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.