**JOB DESCRIPTION – AREA DEVELOPMENT MANAGER (ADM)**

**Job Title: AREA DEVELOPMENT MANAGER (ADM)**

**Reporting to: NATIONAL SALES MANAGER**

**Location of work: HOME BASED**

**About Us:**

It’s an amazing time to be part of the NMR team as we continue to enhance and progress our business. Since its formation in 1997 and subsequent flotation in 2006 as a plc, NMR has grown and developed into an integrated service provider, working for farmers and milk buyers, as well as being an independent source of data for advisors including vets, farm consultants and breed societies. Our Strategic Plan and Core Values are embedded in our organisation and are the framework of the daily activity. The NMR Group today is structured around four revenue streams with the passion and investor support for growth:

* Milk recording
* Disease testing
* Payment testing
* Genomic testing

**The Role:**

To be a member of a team responsible for business expansion and profitable promotion of NMR services and products:

* Sales
  + Revenue growth by the acquisition of new customers and upselling to existing customers.
  + Developing revenue of NMR products e.g.
    - Milk recording
    - On Farm Software
    - Genomic testing
    - ORI Shuttles – Recording on Robotic Herds
    - Tag Sales (Nordic Star)
    - Disease surveillance testing (ie, Johnes, BVD etc)
  + Working with strategic external partners to extend service opportunity
  + Generating and qualifying leads for full range of products as listed above
  + Customer contact by:
    - Email
    - Phone
    - Visiting
  + Ability to secure new business through consultative selling
  + Maintain knowledge of products and services and the wider industry
* Territory Planning
* Create annual business plan with support of National Sales Manager to optimise revenue opportunities
  + Identification of potential new customers and develop existing accounts
  + Development of related networks, e.g.
    - Vets
    - 3rd party industry partners
    - Ag. Colleges
* CRM system – ensure activity is recorded
* Identify collaborative opportunities with wider NMR team
* Marketing Campaigns
  + Support National Marketing Campaigns with measureable activity
  + Working with National Sales Manager / Marketing and Comms Team to develop local marketing campaigns
  + Identify opportunities in local customer base for new and aligned products and services
  + Planning and execution of events e.g.
    - Farm walks
    - Workshops
  + Lead generation

**Essential Key Skills & Requirements:**

* A graduate, BTEC in agriculture or relevant commercial experience
* Proven track record gained through field sales
* Farming experience and knowledge of the dairy industry
* Time management skills
* Effective communication skills
* Interpersonal and relationship building skills
* Negotiation skills
* Self-motivated with a positive, enthusiastic attitude
* Full current driving license
* Ability to work effectively both within a team and independently
* Strong attention to detail ensuring accuracy in work produced
* Fully PC literate
* To be located within the area

**Preferred Skills & Requirements:**

* On Farm software experience
* Presentation skills
* Problem solving skills
* Ability to work flexible hours
* Account management
* Understanding of Dairy Industry

**Key Responsibilities:**

* Achieving revenue levels in accordance with budgets
* To grow revenue by the acquisition of new customers and developing key accounts
* To respond to all enquiries in a timely manner
* To build key industry partner links in the area
* To develop and implement marketing campaigns
* To manage your sales pipeline
* To achieve set conversion rates within the sales pipeline
* To maintain the completeness and quality of non-customer database
* To maintain set KPIs
* To manage account relationships with allocated accounts including overdue debt
* To maintain effective knowledge of NMR products and services including the wider industry
* Territory performance reporting and analysis of results with an appropriate action plan
* Promote and assist in NMR at local and national events e.g. shows and farm walks
* To work closely with the team to ensure high quality service and continued business development
* To participate in additional projects as and when required
* To maintain accurate and timely records on the Customer Relations System
* Driving will be a significant aspect of your role
* Work across all NMR teams , field , lab and Customer Service to deliver exceptional customer service

**Our Values**

Diagram, venn diagram

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