**Role Description & Person Profile**

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| **Role**  |  |
| **Job title** | KW On-Farm Feed Specialist |
| **Division / Dept** | KW Feeds – D2F Team - AB Dairy |
| **Location** | Field Based |
| **Team Structure**  | * Reports to D2F Regional Manager
* Work closely with other regional and national on farm KW farm Feed specialists
* Work closely with Kite on farm and corporate consultants within the region and nationally as required
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| **Description** |  |
| **Impact Statement** Main purpose, focus of the role. | * The KW On-Farm Feed Specialist is accountable for establishing and implementing a successful feed service strategy for their customers and prospects.
* This role operates predominantly within the ‘Progressive AYR (All Year Round) KW segment’ and farms where there is an opportunity to deliver a high service level
* An in depth knowledge and understanding of how feed, nutrition, feed efficiency, performance and herd health are entwined is required to help enable a compelling commercial justification for feed sales on a farm-by-farm basis.
* An in depth knowledge of the feed markets is required to so customers make informed buying decisions.
* Account management and time on farm is crucial to building and maintaining relationships, identifying the farms needs with direct solutions, delivering measurable improvements of farm KPI’s
* The aim is to manage the entire feed ledger for customer farmers
* Willingness and requirement to work closely with our Technical specialists to grow and maintain the latest nutritional R&D and practical on farm knowledge to help handle and store products to reduce wastage ensure effectiveness on farm.
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| **Role Objectives** The key responsibilities and key accountabilities of role. | * Ensure the delivery of the sales plan in partnership with the key stakeholders to achieve budgetary targets; sales margins and volumes in the territory in order to maximise potential financial contribution to Feed Ingredients
* Working closely with the Kite on farm regional consultants to target and grow the number of ‘shared farms’ (ie combined KW feed sales and Kite Advice) with the aim of growing the overall income for the wider AB Dairy business
* Working closely with KW Retail team where leads and prospects have been identified within the “Progressive AYR Other Feed Co” segment, collaboration between teams where accounts can be passed both ways
* In time, with manager and colleague’s support & training; create, communicate and gain senior stakeholder agreement to a growth plan for the delivery area.
* Participate in and be an active member of the national on farm team at regional and national events and whole team meetings
* Understand strategic products and co-products within the area to help maximise profitability via defined customer segment.
* Take ownership for an area and ledger, ensuring collaboration with regional and functional teams as appropriate.
* Build a positive profile within the region and nationally by looking for marketing opportunities, with support from the marketing team
* Share up to date market knowledge with colleagues enabling Feed Ingredients to maximise potential market opportunities.
* Adhere to business processes that ensure a high service level and maintain database systems in line with business objectives to facilitate the targeting and segmenting of customers and prospects to build ledgers.
* Contribute to a culture within the Feed Specialist team where collaboration and sharing of knowledge between colleagues offers opportunities for best practice within the team.
* Adhere to the protocols for the customer credit control system
* Any other duties considered appropriate for the role.
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| **Key Stakeholders** What are the challenges of the relationships, communication strategies required, etc  | Regional Manager Kite D2F teamCollaboration to refer to other AB Dairy businesses and servicesProduct Leads by product groupsCustomer Experience Team/Customer ServiceProcurement TeamTechnical Centre of ExcellenceMarketingCredit ControlFinance |
| **Scope**Depth, breath of knowledge application, ability to innovate, complexity of tasks, budgetary responsibility. | * Ruminant technical knowledge to help drive farm efficiency
* Ability to influence indirect reports and work effectively with channel and functional teams.
* Ability to work independently and as part of a team.
* Ability to effectively build relationships to garner collaboration from internal colleagues and external influencers.
* Budgetary responsibility for , thus contributing to the delivery of a bottom line profit.
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| **Person Profile** |  |
| **Knowledge**Consider experience, any formal qualifications genuinely necessary or any key areas of knowledge. | * Strong ‘Solution based’ Selling skills, attributing value to customer benefits.
* Good commercial negotiator, with experience in an agricultural D2F sales role.
* Analytical with strong commercial awareness.
* Able to communicate effectively at all levels.
* Good organisational and time management skills.
* Have a progressive network with industry influencers within the designated area.
* In depth understanding of the fundamental drivers of the UK ruminant industry.
* Numerate with the ability to understand performance data.
* A strong desire to succeed and an absolute can do attitude.
* An understanding that the workload is not even paced whilst having the ability to prioritise and delegate where necessary.
* Strong industry specific on farm husbandry/management experience.
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| **Key Behaviours**Consider which of our Guiding Principles are particularly relevant and any role specific behaviours. | * Motivated by sales success
* Strong commercial and business acumen with focus on EBIT contribution
* Ability to foster influential relationships at all levels, both internally and externally.
* Task orientated; able to deliver against agreed objectives and targets.
* Excellent communication, interpersonal and presentation skills with the ability to sell concepts in a compelling way.
* Understanding of business drivers with the ability to translate that knowledge to cohesive plans.
* Strong personal commitment to drive growth to optimise business delivery.
* Ability to be pragmatic, resilient, and innovative in problem solving and issue resolution.
* Commitment to advocate and embed the AB Dairy culture and work collaboratively with commercial and functional colleagues.
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| **Other Factors** Travel, shift working, HGV Licence, etc. | Travel within the UK will be required.Requires full driving licence.Normal office hours are Monday to Friday, 8:30am to 5pm. |