**Role Description & Person Profile**

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| Job title: | Account Manager – Poultry Feed |
| Reports to: | Sales Manager |
| Location: | Home based with travel |
| Direct & Indirect Reports: | Reports to Sales Manager |
| Role Overview | Maintain relationships with existing customers, identify and capitalise on opportunities to grow volume share. Develop new business within the UK poultry industry, emphasis on UK Layer sector. You will add value to both ABN and our poultry customers ensuring that they receive cost effective and effective feeding solutions. |
| Key Responsibilities: | * You will manage working relationships with business owners, senior company managers, area, and farm managers. Being a multi-level communicator. * Ensure all processes from feed order through to delivery and on farm performance KPIs are fulfilled and in line with standards and customer expectations. * Accurate forecasting with a clear understanding for reasons for any deviations. * Customer credit limit assessments leading to correct levels of exposure and debtor days that the business agrees to operate within. * Be responsible for pricing and account profitability. * Develop personal sales strategy within trading environment. Communicate opportunities and threats ahead of time to allow sufficient help and support from cross functional colleagues. * Manage own time effectively and be able to prioritise business and customer needs on daily basis. * Provide a general or advanced level of technical support and ensuring correct product and feed additive application. * Active participation within internal group and team forums to ensure communication, co-ordination, and alignment against wider business strategy. * Demonstrate Commercial Awareness via monitoring of trends within customer / potential customer and competitor activities. * Be the primary interface between all internal teams such as operations, raw materials, technical and customer support and when necessary, use experience and negotiation skills to find workable solutions when issues arise. * Clear account planning which includes involvement from relevant departments to deliver on goals and actions. * When required manage commercial projects, ensuring you can clearly demonstrate completion and value added from the projects. * Proactively support the positive management of complaints to ensure that a resolution is reached by following internal procedures. * Responsible for a good relationship with our 3rd party nutritionists and manage the interface with the customer and formulations. * To ensure that safety issues that are relevant to our point of delivery are addressed with customers and resolved amicably and promptly. |
| Budget Responsibility: | * Volume and profitability of your accounts including generation of new business |

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| **Person Profile/Knowledge**  Experience, any formal qualifications and necessary keys areas of knowledge or experience. | | |
| **Essential** | | **Desirable** |
| Proven experience of account management | | Proven experience in a commercial position |
| Good knowledge of the agricultural industry with an understanding of monogastric key market drivers and competitor activity | | Expert in all aspects of pricing, credit, and forecasting |
| Understanding of UK monogastric production and the supply chains to the customer | | Fully competent in using AX / other business systems |
| Understanding of how industry issues (welfare, economic, legislative etc) impact the customer | | Exposure to B2C and B2B business propositions |
| Solid experience of business planning and driving improvements in performance | | Proven experience of using advanced negotiation techniques to build and manage sustainable trading partnerships |
| Demonstrable experience of forging effective communication networks | | Strong understanding of pricing and the variables that influence it, including raw material markets and matrix values |
| Experience of developing functional and cross functional expertise | | Understanding of the partnerships and alliances required to deliver EBIT growth in the monogastric sector |
| Successfully completed the Feed Adviser Register (FAR) modules or be prepared to complete it in the next 12mths | | Demonstrates solid application of the Commercial Sales Competencies as set out in the Competent plus category |
| Basic IT skills, particularly in the use of Excel spreadsheets | |  |
| **Key Behaviours** | * Some leadership skills with the ability to foster influential relationships at all levels, both internally and externally. * Excellent communication, interpersonal and presentation skills with the ability to sell concepts in a compelling way at all levels up to MD. * Solid understanding of business drivers with the ability to translate that knowledge to cohesive plans. * Commitment to drive performance and risk management to optimise business delivery. * Good commercial and financial acumen with the ability to prioritise business focus and resources. * Willingness to challenge with clarity and insight. * Well-developed analytical and problem-solving skills. * Ability to lead cross functional initiatives that support the delivery of wider Compounds business goals. * Willingness to support the positive management of complaints to ensure that a resolution is reached by following internal procedures. * Commitment to advocate and embed the ABN culture. | |
| **Other Factors**  Travel, shift pattern, working hours, Licence type etc. | * Full driving licence that permits driving in the UK. * The role will require variable working hours and national travel with overnight stays. | |

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