

## **JOB PROFILE**

<b><u>Job Profile</u></b>	Managing Director Based in Ickleton, UK
<b><u>Reports To</u></b>	Commercial Director, Northern Europe Based in Rodez, France
<b><u>Purpose</u></b>	To oversee business operations and provide leadership to develop and implement strategic plans, company policies and driving organisational success. Manage and advance the company's objectives and goals in line with the overall business vision linking all operational teams.
<b><u>Outputs/Key Responsibilities</u></b>	
1.	Actively involved in driving and delivering Commercial strategies of the business.
2.	Develop and execute business strategies to achieve short and long-term goals.
3.	Maintaining positive and trust-based relations with business partners, shareholders and authorities.
4.	Overseeing the company's business operations, financial performance and investments.
5.	Building and enhancing the company's public profile at events, speaking engagements etc.
6.	Develop and manage the multi-species brand marketing strategy in order to maximise sales and optimise net income.
7.	Preparation, management and reporting of annual budgets and long range planning of income and expenditure.
8.	To build and maintain partnerships with major stakeholders including direct customers and end-users, utilising the company's internal expertise and strengths across all divisions and functions.
9.	To work closely with the breeding and technology teams to foster a co-ordinated approach to product development.

10.	Working with operational teams, ensure company policies, procedures and legal guidelines are followed and clearly communicated.
<b><u>Skills/Knowledge</u></b>	
Knowledge/Skills	<p>Essential: Excellent communication, negotiation and presentation skills.            Strong analytical, critical thinking and problem-solving skills.            Excellent organisational and leadership skills.            Knowledge of business environment</p> <p>Preferred: High level of finance understanding</p>
Experience	<p>Essential: Experience in developing and implementing strategic and business plans.            5-10 years experience of working in the Agricultural Industry.            Knowledge of Agricultural Industry – in particular dynamics of the distribution channel, knowledge of global Agricultural Industry trends. Technical Sales expertise.            Management and Leadership experience.</p> <p>Preferred: Proven record of success</p>
Qualifications	<p>Essential: Demonstrable success within Commercial environment.            Must be able to demonstrate continuous personal development within industry.</p> <p>Preferred: Degree/Post graduate level qualification.</p>
<b><u>Patterns of Behaviour</u></b>	

<b>Customer Focus</b>	<p><b><u>Develops business in line with customer requirements</u></b></p> <ul style="list-style-type: none"> <li>• Establishes emerging customer requirements.</li> <li>• Promotes and facilitates a culture of customer focus.</li> <li>• Considers customer requirements in all decision making</li> </ul>
<b>Teamwork</b>	<p><b><u>Creates and Maintains High Performing Teams</u></b></p> <p>Ensures that functional and organisational objectives are met by creating a synergistic culture.</p> <ul style="list-style-type: none"> <li>• Converts marketing strategy into meaningful team objectives.</li> <li>• Ensures alignment of various team objectives within the business</li> <li>• Creates and maintains a team culture of trust and respect</li> <li>• Ensures team effectiveness by actively seeking to improve skill mix</li> <li>• Encourages teams to constantly strive to increase standards of working</li> <li>• Empowers cross functional teams</li> </ul>
<b>Development</b>	<p><b><u>Achieves Team Development</u></b></p> <p>Creates an atmosphere of continuous development and improvement</p> <ul style="list-style-type: none"> <li>• Sets and achieves challenging objectives for self and team</li> <li>• Motivates others with the determination to succeed</li> <li>• Involves the team in decision making and builds a sense of ownership around team goals</li> <li>• Creates opportunities for individuals to develop</li> </ul>
<b>Communication</b>	<p><b><u>Establishes high standards of communication inside &amp; outside the Company</u></b></p> <ul style="list-style-type: none"> <li>• Communicates a vision that generates commitment</li> <li>• Creates and implements complex communication strategies</li> <li>• Defines and maintains clear internal and external communication policies</li> <li>• Deals effectively with the media</li> </ul>
<b>Analytical Thinking</b>	<p><b><u>Obtains and uses strategic information for critical decisions</u></b></p> <ul style="list-style-type: none"> <li>• Gathers critical information beyond the immediate area of concern</li> <li>• Tests critical information and views with a variety of sources, before taking decision.</li> <li>• Asks questions which go to the heart of the case and may expose problems, so far unseen</li> <li>• Takes decisions which are consistent with organisational values and goals</li> </ul>

<b>Strategic Planning</b>	<b><u>Develops long term business plans</u></b> <ul style="list-style-type: none"> <li>Plans effectively to address changes in the business</li> <li>Develops strategic plans for own area of business which support long term Company goals</li> <li>Translates long term objectives into clear and practical implementation plans.</li> <li>Draws up comprehensive plans which schedule a range of complex activities</li> <li>Maintains enough flexibility in order to deal with unforeseen external changes</li> </ul>
<b>Understands the business</b>	<b><u>Understands the marketplace</u></b> <ul style="list-style-type: none"> <li>Understands the company's competitive position and target markets and how these compare to its major competitors</li> <li>Has an understanding of strategic aims and intentions of other players in the market place</li> <li>Demonstrates an understanding of those aspects of the industry, profession and market place that impact on area of work.</li> </ul>
<b>Creativity</b>	<b><u>Suggests creative new approaches</u></b> <ul style="list-style-type: none"> <li>Finds personal challenge in generating surprising solutions</li> <li>Stimulates others to think</li> <li>Builds and manages partnerships with external bodies to maximise creative expertise</li> </ul>
<b><u>Staff</u></b>	
Direct Reports	H.R Manager, Finance Manager, Operations & Production Manager, Commercial Logistics Manager, Site Facilities Manager, Marketing Manager, Cereal & OSR Product Manager, Head of Forage Crops, Technical Manager