



Marketing Manager

Why join us? We are changing the face of green technology every day by powering today's agricultural revolution for cleaner, safer food through effective biopesticides and innovative technologies for sustainable, highly productive farming and a better environment. We do this with a team of highly specialized, passionate people who are building the future of better, safer and cleaner food for the world.

As a **Marketing Manager, NAFTA (North American Free Trade Agreement)** you will be responsible for the following:

- Product management activities in the company's North American markets
- Playing a central role in coordinating the work of multi-functional crop teams to drive marketing activities for key brands in the region including: product positioning, pricing, distribution and packaging, programming and market communications.
- A solid understanding of relevant crop production practices, strong understanding of pricing and positioning strategies, and the ability to motivate and orchestrate input from the many different players necessary to drive sales and profit increases in the region.
- Designing and implementing product strategies including positioning, packaging, pricing and support programs to drive sales and/or profit increases.
- Supporting the U.S. and Canadian sales team efforts for key brands.
- Supporting distribution partners' selling efforts through technical positioning, programs and training.
- Developing and implementing market research projects to support new strategies.
- Overseeing customer support (call center) for in-market products, particularly resolving customer issues received via phone or web.

The primary requirements needed for your success include:

- Bachelor's degree (B.A./B.S.) from a four-year college or university or Master's degree (M.A./M.S.) in agriculture or business.
- Minimum of three years related Ag industry experience and/or training with a Bachelor's degree
- Minimum of one year related Ag industry experience and/or training with a Master's degree
- Understanding of fungicide and/or insecticide sales and uses in production agriculture in NAFTA
- Understanding of and relationships in the Ag-Chem distribution channels
- Experience with North American agriculture (including distribution, crop cycles, common diseases and pesticide usage) a plus

To apply, please send your resume with cover letter referencing job title to: jobs@agraquest.com

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, skills and abilities required of personnel so classified.

(Posted 10/31/11)