**Product Manager (UK and Ireland) – Agri Lloyd – Lytham**

Up to £70,000 per annum (based upon experience), Company car, Commission structure, and excellent benefits

About the Role

Agri-Lloyd has been at the forefront of ruminant nutrition for thirty years and is recognised as one of the few real specialists in this field.

The Product Manager is responsible for managing developing the sales of HM Inoculant.

They will achieve this through the existing Agri-Lloyd Sales Agent and Area Sales Manager networks. This support will include product training, audit training, dual calling, providing technical and sales support.

Roles and responsibilities (but not limited to): -

* Ensure the overall sales plan for the product is achieved
* Keep in regular contact with the Area Sales Manager’s and Sales Agents
* Spend time in the field making dual calls to provide coaching and giving constructive feedback
* Organise, manage, staff and attend all key trade shows
* Build relationships with key opinion leaders
* Liaise with the Divisional Director to design and implement product marketing campaigns
* Provide sales training to staff
* Provide technical support

About you

* A minimum 2.1 degree in an agricultural or business-related degree
* Excellent understanding of the agricultural sector
* Thorough understanding and grasp of the dairy sector
* Sound knowledge of forage preservation /silage activities
* Natural rapport builder at all levels

Due to this being a national/international role, the Product Manager should expect to spend at least two or three nights per week away from home. They will work from the Company’s head office in Lytham (Lancashire) the rest of the time.