



JOB DESCRIPTION

Title: Biological Plant Nutrition Product Manager

Date Last Modified: May 2017

Department:	Technical Services	Classification:	Exempt
Supervisor:	CEO	Grade:	S
Status:	Regular Full Time	EEO Group:	

Position Objective:

Be an enthusiastic subject matter expert while advocating and communicating an understanding of the features, advantages and benefits of BioWorks' Plant Nutrition products. Focus will be in the edibles, non-edibles and turf markets in the US, Canada and Mexico with the goal of accelerating the adoption and commercial sales of current and new Plant Nutrition products. Build and manage an effective network of external, end-user based contacts and Centers-of-Influence (COIs) that can positively influence the advancement of BioWorks' objectives as specifically related to our Plant Nutrition Products. Serve as a technical resource to BioWorks' internal team members. Assist as a team member in developing and launching new products for crop protection. Directly responsible for supporting, and accomplishing personal, team, department, and company goals.

Essential Functions and Responsibilities:

- Maintain a positive work atmosphere by acting and communicating in a manner that promotes cooperation with customers, collaborators, vendors, co-workers and management.
- Develop, implement and promote a Customer (end-user) focused program based on input from Sales, Marketing and R&D for the accelerated adoption of new Plant Nutrition Products and the continued aggressive growth of current Plant Nutrition Products, to include:
 - Travel with BioWorks Sales Team, visiting customers (end-users) and distributors, actively providing Plant Nutrition Product expertise, knowledge transfer, and sales support to increase the product knowledge of our Sales Team
 - While traveling with Sales Team, identify opportunities for our Current and New Products that address end-user needs.
 - Speaks the "language of the end-user" and effectively translates complex and complicated technical jargon into easy-to-understand concepts
 - Organize and manage grower (end-user) based field trials with key growers (and/or their consultants) in alignment with BioWorks Strategic goals, market development and product commercialization plans.
 - Develop protocols using internal resources as necessary

- Coordinate trials with regional Technical Sales Managers (TSM)
- Prepare reports and summaries for grower trials, including conclusions, photos, videos, customer comments and recommendations
- Actively contributes to our Customer Innovation initiatives based on active listening of our Customers
- Represent BioWorks in the Professional Community
 - In coordination with Sales, Marketing, Technical Services and R&D, attend meetings to gather industry and competitive information while promoting BioWorks
 - Be active in select industry organizations
- Communicate and work effectively across departments, including Sales, Marketing, Technical Services, Research and Development, Regulatory
- Serve as a subject matter expert and technical resource by supporting Marketing with the development of technical sheets, presentation resources and/or promotional materials
- The Biological Plant Nutrition Manager is part of a team (Biological Product Manager Team) consisting of specialists in Insect Control, Disease Control, and Plant Nutrition, that would work closely with Marketing, Sales, Technical Services and R&D; Within this group, the Biological Products Team would focus on our Products first and their application to the market while the Technical Services Team would focus on the Customer and how they can best use our Products, and others, for the customer's success (Personalized Solutions)

Essential Qualifications - Education, Experience, Skills: (in order of importance)

- **Education:** Master's degree in horticulture or related field, preferred
- **Experience:** Minimum 5 years professional experience
- **Complexity of Work and Decision Making:** Difficult work on highly complex or involved projects that present new or constantly changing problems. Duties require outstanding judgment, initiative and the ability to deal with complex factors not easily evaluated. Decisions are made based on conclusions for which there is little precedent.
- **Accountability:** Works from general objectives and broad and varying policies , procedures, rules or precedents with little functional guidance. Review by supervisor focuses on achievement of the objective and not on the means. Direct accountability for operational, human, and/or fiscal resources.
- **Consequence of Errors:** Probable errors difficult to detect. Adverse impact. Duties may involve the evaluation of data for making recommendations on which top management bases important decisions.
- **Customer Interactions:** High relational skills required. Requires contacts and persuasion usually at the highest levels which possibly involve difficult negotiations, detailed explanations or interpretations, influencing others, defending matters of importance and/or handling very difficult relationships; failure to handle properly could cause significant harm to the organization or loss of business.
- **Job Impact:** Coordinates activities within their area of expertise. Handles many simultaneous complex assignments/projects. Provides critical data resources information/estimates. Has some control responsibilities for maintaining standards.

- **Environment and Use of Equipment/Machinery:** Operates or uses complex office, lab/biological or maintenance equipment, machinery or tools. In-depth training/Advanced required. Performs complex set-up and operations.
- Highly motivated to meet project deadlines in a fast-paced working environment
- Good knowledge of scientific principles and methods
- Self-directed and the ability to work and solve problems independently
- Dependable and high-energy
- Excellent written, verbal communication skills and interpersonal relationships
- Highly organized and computer literate
- Working knowledge of statistics and data interpretation
- Project management experience a plus
- Ambitious with a positive mindset

Specific performance and personal competencies include:

- **Driving Results** – Sets positive, compelling goals and aggressive schedules for improvement. Translates the vision/mission of the organization into actionable, quantitative plans. Conveys a sense of urgency and drives issues to closure.
- **Managing Performance** – Translates over-arching business goals into specific objectives for each member of the team. Holds people accountable for agreed-to results. Identifies and keeps others focused on the most important metrics that drive the business.
- **Building Commitment** – Motivates others to pursue common objectives with excitement about the future. Radiates enthusiasm for goals and infects others with a shared optimism and excitement. Conveys a genuine belief to succeed despite the toughest obstacles.
- **Building Relationships and Using Influence** – Builds and sustains excellent relationships at all levels both internally and externally. Uses relationship networks to strategically accomplish objectives. Communicates excitement about the business and motivates others to pursue common objectives.
- **Communication** – Communicates passion, energy, intensity, and excitement. Is highly articulate and makes arguments in a compelling matter and comes to the point.
- **Energy/Endurance** – Has a high capacity for work and shows passion, energy, endurance, and intensity. Maintains focus through days of long hours and multiple priorities.

Essential Values: (for all employees; all of equal importance)

- Open & Honest
 - Crystal Clear, Open, Trust is a 2-way Street, Integrity, DWYSYWD, Mature and Professional Conversations
- Challenging and Rewarding
 - Courage, Results Count, Investing in our Future
- Friendly and Fun
 - Work Hard – Have Fun, Generosity, Balance
- How I Grow Matters
 - Personal and Professional Development, Self-Direction, Intelligent Mistakes
- Our TEAM – One Company

- We are in this Together, All In, Mutual Purpose, Our Customers Pay our Salaries.

Physical Demands:

- Ability to travel frequently
- Flexibility in scheduling to satisfy customers and potential customers
- Computer keying repetitive motions
- Possible eye strain
- Ability to lift and carry 55 pounds

Employee's signature:		Date:	
Supervisor's signature:		Date:	
President's signature:		Date:	

PHYSICAL ACTIVITY CHART – Field Development

ACTIVITY	OCCASIONALLY REQUIRED	FREQUENTLY REQUIRED	List JOB RESPONSIBILITIES that require physical demands checked
Standing		X	Talking with potential customers in their environments (labs, fields, greenhouses, etc.)
Walking		X	Working with customers to resolve their issues and determine their needs
Sitting		X	Computer and phone duties
Lifting	X		Product samples
Carrying		X	Luggage and product samples
Pushing			
Pulling			
Climbing			
Balancing			
Stooping		X	Trial setup, maintenance and rating
Kneeling		X	Trial setup, maintenance and rating
Crouching		X	Trial setup, maintenance and rating

Crawling			
Reaching			
Handling		X	Luggage and product samples
Feeling			
Speaking		X	Interaction with customers, , COIs, vendors and employees
Hearing		X	Speaking with customers and vendors in person and on phone
Seeing		X	Trial setup, maintenance and rating. Computer work, forms, reports
Depth Perception			
Color Vision		X	Evaluating trials for plant nutritional deficiencies/excesses
Repetitive Motion		X	Keying and mouse for computer