



JOB DESCRIPTION

Title: Regional Technical Services Specialist

Date Last Modified: July 2021

Department:	Technical Services	Classification:	Exempt
Supervisor:	Technical Services Manager	Grade:	Q
Status:	Regular, Full Time	EEO Group:	X

Position Objective:

- Regional responsibility for providing technical expertise to Regional Core Customers, R&D, Sales and Marketing in alignment with BioWorks Sales Process.
- Responsible for promoting BioWorks and BioWorks products

Directly responsible and accountable for the following:

- Communicate and work effectively across all departments of BioWorks. Utilizing CRM platform Netsuite to complete requested Task and to document customer interactions.
- Promote BioWorks
 - Create technical communications to (1) expand the awareness of BioWorks, (2) increase the understanding of our products and (3) further promote our in-house expertise
 - Produce/maintain technical communications
 - Ensure technical accuracy of advertising produced by Marketing
 - Review all website pages for technical accuracy
 - Actively pursue and engage in regional speaking engagements
 - Conduct regional grower training
 - Conduct regional distributor training
- Product knowledge and industry expert
 - Provide label guidance and support
 - Provide advanced technical support to BSAs
 - First level contact of Customer Technical Calls & Emails
 - Ensure accessibility of technical support to our customers by managing availability of in-house expertise
 - Primary contact for customer complaints on
 - Product Performance
 - Customer concerns or training
 - Deliver inhouse training to all BioWorks employees to foster an appreciation of our products
- Field Travel:
 - Conduct regional grower demo trials
 - Expand customer awareness of BioWorks products
 - Increase BioWorks understanding of market trends and communicate to leadership
- Influence regional COIs to increase awareness and trust of BioWorks, our products and our in-house expertise
 - Participates in gathering of competitive intelligence
- Manage and communicate compatibility testing conducted by Lab Services to:
 - Support current products
 - Evaluate and develop new products and markets

Essential Functions and Responsibilities:

People

- Actively participates in promoting, supporting and enhancing our Core Purpose, Core Values and Company Culture

- Maintains a positive work atmosphere by acting and communicating in a manner that promotes cooperation with customers, collaborators, vendors, team members and management

Cash

- Fully embraces Great Game of Business (“GGOB”), Scaling Up and all strategies and activities related to financial transparency and information sharing, including timely updates to revenue (if applicable), expenses, and cash goals.
- Participate and contribute to all product technical services activities to ensure BioWorks compliance:
 - Ensures technical accuracy of product labels, literature and other product communications
 - Oversees Expert calls and emails
- Leads in coaching, mentoring and technical training for Customer Service, Sales/Marketing, Product Development and new employees
- Participates in annual Technical Services operating budget plan and maintains high level of involvement in BioWorks Huddle process
- Establishes and maintains relationships with industry influencers and strategic partners.
- Provides product technical support for current and new products.
- Processes, analyzes, and compiles information for the development of technical communications
- Participates and leads in the development and maintenance of competitive product information.
- Monitors competitive product activity
- Communicate and work effectively across BioWorks’ departments, including Customer Service, Product Development, Sales, Marketing, and Manufacturing
- Adheres to BioWorks, Inc. company policies at all times.
- Must be capable of adapting to changes in how business is conducted and work is accomplished, with no diminishment in work performance
- Provide regular updates to Technical Services Manager as is appropriate or requested

Essential Qualifications - Education, Experience, Skills:

- **Education** - Masters degree (M.S.) from a four-year college or university preferably in the field of Horticulture, Biology, Plant Pathology, Agronomy, Entomology, Plant Physiology, Soil Science/Microbiology or other plant science related field or Bachelor’s degree with greater than 10 years experience in the above fields.
- **Experience** - Greater than five years related experience and/or training.
- **Complexity of Work and Decision Making** – A variety of non-routine duties, not necessarily related, that require considerable judgment to work independently. Can devise new methods, adapt or change standard procedures to meet new conditions, and make decisions guided by *precedent and within established policies*.
- **Accountability** – Objectives and most of how the objectives are achieved are self-directed. Finished work not regularly reviewed by supervisor. Performance of tasks and activities are reviewed by supervisor on a scheduled basis.
- **Consequence of Errors** – Probable errors difficult to detect and may have adverse effect on outside or customer relationships. Work may not be subject to audit or check and involves considerable accuracy and responsibility.
- **Customer Interactions** – Regular contact with various levels of staff or their departments, furnishing or obtaining information. Contact may involve discussion of controversial issues, or contacts with external people where improper handling may affect results. **Job Impact** – Provides information or data and functional advice and guidance to individuals inside the immediate work area and to other positions with more direct impact on the organization. Work may be complex but effect on overall organization is relatively minor.
- **Environment and Use of Equipment and Machinery** – Normal working conditions with occasional exposure to noise, dust, and/or heat, etc. or some element present that makes conditions less than desirable than usually found in an office.
- Excellent analytical and technical skills
- Ability to work well with people (customers internal and external, along with the sales team)
- Excellent verbal and written communication skills

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 / BioWorks Core Values:

- Our Team, One Company
- We Honor our Commitments
- We Have the Right Conversations
- Our Customers’ Success is Our Success

Physical Demands:

- Ability to lift up to 20 pounds.
- Flexibility in scheduling to satisfy project needs and priorities
- Computer keying repetitive motions
- Possible eye strain
- Frequent travel required

PHYSICAL ACTIVITY CHART – Technical Services Specialist

ACTIVITY	OCCASIONALLY REQUIRED	FREQUENTLY REQUIRED	JOB RESPONSIBILITIES that require physical demands
Standing	X		Talking with consultants, BioWorks personnel and customers
Walking	X		Working with corporate personnel to resolve and understand issues and needs
Sitting		X	Computer and phone duties
Carrying		X	Laptop, luggage and files
Handling	X		Files, product samples
Speaking		X	Interaction with regulatory personnel, and internal customers
Hearing		X	Speaking with consultants, regulatory personnel and internal customers in person and on phone
Seeing		X	Computer work, analysis, forms, reports
Color Vision	X		Review of labels, applications, forms
Repetitive Motion		X	Keying and mouse for computer