



Alexander Hughes CE  
EXECUTIVE SEARCH CONSULTANTS

## **Marketing Manager**

Our Principal is one of the global leading companies that combine the power of science and technology with the “Human Element” to constantly improve what is essential to human progress. They provide innovative technologies for crop protection, pest and vegetation management, seeds, traits, and agricultural biotechnology to serve the world’s growing population. They have operations in more than 50 countries around the world.

They are offering great business career opportunities in a global and international environment. They are looking for an ambitious candidate who is interested to join them as Marketing Manager.

### **PURPOSE OF THE JOB:**

Responsible for creating and implementing the marketing and communication programs for the Company’s products in their business unit: Northern Europe Regional Commercial Unit / Hungary.

Additional responsibility for annual and long term product strategies, sales and re-bate programs, deliver expected margins.

### **PRIMARY RESPONSIBILITIES:**

- Active contribution to prepare and monitor the performance of the commercial offer with the direct accounts.
- Create the sales and expense forecasts, inputs and budgets for MEB and CPS products/projects. Manage Existing products – forecasting, pricing, S&OP
- Serves as backup to the country manager in sales activities with customers
- Identify the optimum distribution strategy, lead the business activities with 3-rd parties
- Conducts price/volume/profit analyses in the country for existing products and CPS projects and develops the optimum pricing strategies, implements them.
- Prepare the interim and final marketing plans for existing and CPS products
- Interpret and translate commercial issues into the local project plan for CPS and marketing plans for existing products
- Receive GBU draft Level 30 business line strategy, and prepare the country strategy to fit, seeking alignment of the two. Prepare inputs to BVM plan.
- Lead the Crop Team. Lead projects through CPS process. Identify and, when agree, own the CPS project budget
- Provide detailed market and competitor analysis based on market information plus purchased data to the sales team, identify growth opportunities.
- Identify the inputs on promotional needs and implement the communication program after agreement gained from the commercial team. Manage P+A and MR budgets
- Communicates the CPS project and existing products marketing plans in the RCU and gains commitment to them, and works with RCU management to integrate these into the overall RCU strategy and customer offer at all levels.
- Represents the RCU and Crop Team in case-building for any new projects.



### **Interacts with**

- Country Manager
- Customer/Business Analyst
- Field Sales
- Customer Agronomist
- Customer Representative
- PSL
- peers in other RCU's
- Project Network members and Market/Sell support organization

### **REQUIREMENTS / SKILLS:**

- university degree in Crop Protection (Agronomy)
- experienced in Marketing / Sales / Product Management in crop protection / crop production
- good knowledge of local market
- contemporary marketing skills
- creativity
- excellent communication skills
- cross-geographic and local perspective
- team-player
- good command of English, very good/native Hungarian
- Analytical and problem-solving abilities
- Result oriented, i.e. drives ideas and tasks to the end
- Clean driving license B category