

Head of Agricultural Marketing



Role Description:

Reporting to the Director of Agriculture, you will be responsible for the strategic marketing of the Mole Valley Farmers Feed Solutions Brand. The role will work with stakeholders across our feed, forage, fertiliser and mineral business units to support the commercial development and strategic direction of the agricultural division. You will bring innovation, a highly commercial approach and an understanding of the agricultural sector that supports our ambition to be the leading nutrition business in the industry.

The role will support product development, by bringing new products to market and ensuring our technical messages and innovation are positioned for maximum return. You will enhance our route to market that delivers value for our farming customers by bringing together our unique nutritional proposition, which encompasses feed, minerals and crop nutrition.

You will work alongside our technical, commercial and wider Mole Valley Farmers teams to ensure our proposition fits within the overall aims of the wider Mole Valley farmers business and delivers on our strategic vision.

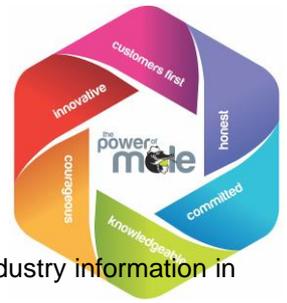
Alongside the commercial and strategic marketing, you will develop an all-round knowledge of the markets and customers, PR, advertising, shows and events management, product positioning, communication channels (traditional such as brochure and digital such as social media) and communications both externally and internally within the business.

Your Responsibilities:

- Product development – Alongside our Technical and Commercial teams bring our research and development and technical nutritional information to the agricultural customer.
- Ensure our technical approach, based on trials and research and development, enhances the commercial proposition for the farming customer and supports the sales team's delivery.
- Manage the product life cycle of our products and innovations to ensure they are market leading, influential and offer value for money.
- Undertake market research to evaluate the impact and requirements of products, create communications plans and content and support the positioning of our proposition.
- Lead customer engagement initiatives through targeted surveys and direct communication to gather insights and strengthen relationships within the agricultural sector.
- Create internal and external marketing collateral to deliver on our strategic aims.
- Own and organise the campaign planning: working to plan press and digital adverts and articles, brainstorming new approaches that are customer engaging.
- Ensure our presence at key agricultural shows is engaging, delivers our strategic messages and that we connect with our core farming customers.
- External communications: produce a monthly newsletter for customers to share information on what's going on in the industry and our business, customer success stories and upcoming events.
- Develop our customer facing brand around our industry leading knowledge and expertise in 'Nutrition', This strategy will include feed and nutrition, mineral manufacture and forage and crop nutrition (our Golden Triangle).
- Understand the synergies that exist between our agricultural and retail divisions to deliver value for the farming customer. Working alongside the retail business, ensure that we have a coherent, joined up approach that demonstrates we are one business.



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- Keep up to date with the needs of the market through customer meetings and reviewing industry information in the form of webinars, magazines, and online content.
- Plan and attend industry events (shows), showcasing the latest/most relevant products.
- Report on industry changes that will affect the commercial teams (such as grants, environmental schemes, government legislation) and support the business response to these changes.
- Build strong relationships internally and externally that will support the ambition of the business in growing our feed volumes and delivering our budgets.
- Work with suppliers and customers, as required, to plan joint initiatives that deliver on the commercial aims of the business.
- Ensure all projects are delivered on time and within budget demonstrating pay back to the business.

Key Outcomes:

- Product lifecycles – Introduction, development, maturity, and exit.
- Technical research and development – Communication of the benefits, the stories that truly demonstrate, purpose, value, and impact.
- The Golden Triangle – Demonstrate our unique proposition of having all aspects of nutrition covered from soil to silage and silage to milk and meat production.
- Communication – Internal and external communication that positively engages with the audience.
- Brand identity and awareness, showcasing core values and principles associated with our farmer cooperative ethos.
- Social Media outreach, influencing via strong relatable content.
- Return on Investment – Demonstrate value for marketing spend.



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Personal Specification:

Requirement
Qualification:
Degree in Marketing, Agriculture, Agribusiness, or a related field (or equivalent experience)
Evidence of continued professional development in marketing or agricultural sectors
Experience:
Proven experience in strategic marketing within the agricultural or related industry
Experience in product development and lifecycle management
Demonstrated success in campaign planning and execution across traditional and digital platforms
Experience working with cross-functional teams including technical, commercial, and retail
Experience in managing external communications, PR, and event planning
Track record of delivering marketing projects on time and within budget
Knowledge/Skills:
Strong understanding of the agricultural sector, particularly in feed, forage, fertiliser, and mineral markets
Knowledge of market research techniques and customer insight analysis
Familiarity with agricultural policy, grants, environmental schemes, and government legislation
Understanding of branding, communication channels, and content creation
Awareness of the synergies between agricultural and retail business models
Personal Attributes:
Commercially minded with a strategic outlook
Innovative and creative thinker with a proactive approach
Strong interpersonal and relationship-building skills
Excellent communication and presentation abilities
Highly organized with strong project management skills
Adaptable and resilient in a fast-paced environment
Passionate about agriculture and customer-focused

Behaviours for the role and in line with The Power of Mole:

- **Customers First** – we are always approachable, friendly, and considerate to the needs of our customers
- **Honest** – we have an open way of working and are always respectful of one another
- **Committed** – we exist to serve and protect British agriculture and are committed to those who share our way of life
- **Knowledgeable** – we use our influential voice to create change and support our customers
- **Courageous** – we are passionate and creative people who feel confident to challenge others



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- **Innovative** – we work collaboratively as a team to deliver solutions that make a difference

