



BATA

JOB SPECIFICATION

Position: Technical Sales Specialist

JOB ROLE PROFILE

Job Title:	BATA Technical Sales Specialist
Reports to:	Sales Manager
Work Location:	Amotherby, Malton, YO176TA
Hours of work:	Monday - Friday, 8:00am - 5:00pm
Job type:	Permanent, Full-time
Driving Licence:	Full UK driving licence
Package:	£40,000pa, company car, pension

The Company

BATA Group is a farmer-owned cooperative that supplies animal feeds, fuel, and an extensive range of other goods and services including testing, manufacturing, merchandising and distribution.

We serve our members, farmers, the agricultural industry, other business sectors, and the public through our retail operations.

Job Purpose

The Technical Sales Specialist has a vital role in providing technical support on a key range of agricultural commodities. The role will focus on fertiliser, seeds, agricultural chemicals and support the sales of other key farm commodities including animal feeds. It will provide advice and assistance to the field sales team, customer service team and directly to our customers.

The ideal candidate will take a leading role in product development and innovation. We want to maintain a market leading position where customer service and fulfilment are at the heart of everything we do.

This is a key role with considerable scope to develop that will gain exposure to different areas and teams within the business.

General Job Tasks

- To provide technical and product advice to colleagues and customers daily.
- Analyse market trends and seasonal requirements to make informed decisions.
- Regular contact with suppliers to establish product availability, lead times, pricing, enabling clear communication and data for customers.
- Develop sales, working with established customer lists and creating new business and sales opportunities.
- Working with the Sales Manager to organise sales campaigns and marketing plans for key commodities.

Key Attributes

- A background in one or more of the following fields: fertiliser, agricultural chemicals, seeds or animal feeds is essential.
- Ideally FACTS and BASIS qualified but training could be given.
- A keen eye for detail and a commercial mindset.
- Excellent communication, multitasking, and organisational skills.
- Confident in communicating with colleagues, suppliers, and customers at different levels.
- Polite and able to work calmly under pressure whilst dealing with variable workloads, changing tasks, and supporting colleagues.
- Systematic and able to prioritise, set, and work to deadlines.
- IT and analytical skills.
- Occasional travel away from home to conferences and supplier visits may be required.

If you like the sound of this and would like to know more about joining us in this key role, please contact.