

The power of connected minds



We are the world's leading chemical company because we offer intelligent solutions for our customers and for a sustainable future. We link and develop people with diverse talents all over the world. For you, this means a variety of ways to advance. Not only your performance, but also your personality matter to us. At BASF, careers develop from opportunities.

BASF's regional division EMEA Europe, Middle East, Emerging Europe and Africa. BASF operates in more than 50 countries in the region. For BASF the EMEA region is our most important market.

Advert: Field Crop Regional Sales Manager – Agricultural Solutions

What you can expect

The incumbent will be responsible for achieving, leading, development of regional crop protection business by implementing the go to market strategy that guarantees growth and development of herbicides, fungicides, and insecticide of various targeted crops in the region. Duties will include the following:

- Defend and develop the BASF products and market share in the region.
- Achieve the sales targets .
- Take responsibility for the planning and management of sales accounts.
- Represent BASF during sales events and trade shows.
- Monitoring and reporting on market and competitor activities as well as trend threats and market opportunities.
- Attend and present technical product information at external and internal customer meetings.
- Manage demonstration trials to generate more sales.
- Implementing go to market strategies for key segments.
- Management of distributors and the entire route to market channel.
- Maintain high level technical competency with business partners.
- Create farmers data base as part of Customer Relationship Management (CRM) tool.
- Ensure adherence to and compliance with all BASF guidelines and procedures.

What we expect

- Nationality: Ethiopian
- Degree in Crop protection, Agronomy, Entomology, Plant Pathology, Horticulture, Agriculture or other relevant field.
- Well informed and experienced within the crop protection industry in Ethiopia.
- Key account management experience.
- Minimum 5 years' experience in marketing, sales, technical and business development.
- Field and project management experience.
- Proficient computer skills (Microsoft Office).
- Second grade driving license with a minimum of 2 years driving experience
- Proficiency in more than one local language will be an advantageous.

We offer

Responsibility from day one in a challenging work environment and on-the-job training as part of a committed team. Competitive compensation including attractive benefits as well as excellent career opportunities in an international company.

BASF is an equal opportunity employer which we embrace diversity and the principles of employment equity.

Closing date for applications

24 June 2022

Job Field:
Sales

Location:
Addis Ababa

Company:
BASF Ethiopia Trade Rep. Office

Job Type:
Permanent

Job Grade:
4

Job Reference:
FCSM20220110

Please apply via email:
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or in writing to:
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For more information, please contact:

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