

Head of Business Development

Company: “SMARTAGRO” CJSC

"SmartAgro CJSC" was established in 2019 by “AgoVision” CJSC and is a member of the “CARD” group of companies. The company offers its customers feed and feed additives, veterinary medicine, veterinary and farm equipment, pure breed animal and highbred semen import, hydroponic systems, grass seeds, etc. as well as consulting services.

Location: Kotayk, Nor Gyugh

Term: Full-time, on-site, a lot of traveling in country and outside

Purpose:

Adding profitable and lucrative products to the portfolio and promoting the maximum utilization of the potential of existing products

Main Responsibilities

- Correctly and effectively disseminate information about existing products to potential customers. Expand the portfolio with successful products.
- Finding, developing, sustaining the market segments, where the full potential of existing products remains unrealized.
- Develop new products, the right ones, based on customer needs and market needs and opportunities for the existing, loyal customers.
- Proper planning and management of new product implementation works to maximize the potential of products

Recommended functions:

- Analysis of sales of existing products by regions, customers, and planning and organization of research and analysis needed to identify untapped potential.
- Business Development plans and organizes specialized marketing events for the widespread distribution of information highlighting the advantages of existing products.
- To organize and plan group events for product promotion.
- Organizes the individual visits to the existing customers and participate in customer visits organized by the sales team, where additional product information is to be provided.
- Development of new product implementation strategies and aligning these strategies within the company and with suppliers.
- Organizing the necessary analysis for the accurate selection of new products.
- Planning and organizing support from suppliers to implement new products.
- Building strategic relationships with vendors.

- Develops yearly strategy for market penetration and expansion for the new products and for the new customers/markets.
- Searching for local partners (both - at the level of organizations and experts) for effective implementation of new products, building relationships with them, and organizing the development of these relationships.
- Working closely and cooperating with the Executive Board and the Board of Directors of the Company on new product strategy.

Required Qualifications

- Master's degree in business administration, Marketing, or Related Fields.
- 3+ years of experience in product management, marketing, market development, or related fields.
- Ability to think strategically and develop long-term plans for product development and market expansion.
- Proficiency in conducting market research and analysis to identify customer needs, market trends, and competitive dynamics.
- Knowledge of product development processes.
- Strong project management skills.
- Strong analytical and problem-solving skills.
- The ability to quickly pivot strategies and tactics in response to new information or market dynamics.
- Strong leadership and interpersonal skills.
- Proven experience in managerial and technical communications.
- Proficiency in MS Office.
- Excellent written and verbal communication skills.
- Excellent multi-tasking skills.
- Ability to present ideas to a variety of audiences.
- Ability to maintain a high level of confidentiality and professionalism.
- Strong customer service skills.
- Excellent knowledge of the Armenian language, and knowledge of English and/or Russian.
- Willingness to learn and improve professional skills.
- Driving license.

Benefits:

- Medical insurance
- Business trips
- Day off
- Performance-based bonus system
- Free training and courses

Application procedures:

Interested candidates are welcome to send their CVs to jobs@card.am mentioning the position title: (“Head of Business Development”) in the subject line of the email.