



Channel Marketing Manager – Sumi Agro Europe

Sumi Agro Europe Ltd (SAE) is the regional network in Europe of the Agriscience business of Sumitomo Corporation, responsible for delivering agricultural products and services to our distribution partners and farmer clients across continental Europe. We have 1,000 colleagues in our operating companies, dedicated to delivering added value to our up-stream customers and down-stream clients.

We are creating a new position for a Channel Marketing Manager for SAE Group to promote marketing solutions through our existing distribution and retail companies that directly add value to growers. We are enhancing our existing grower contact points and building new pillars to allow our local businesses to deliver such value. This role reports to our Vice President, Operations and location can be in our regional HQ in London or home office based in Europe.

Scope

- The Architect for our 'Go To Grower' vision using multi-channel approaches.
- Design and implement digital marketing policies that effectively communicate with existing transactional stakeholders and create links to advisors and technologists in agriculture(s).
- Differentiate actions respecting individual markets, portfolios and technologies.
- Network with marketing and DX colleagues in SAE companies and in our parent SC Group business and investment units.
- CRM excellence and customer focus in the multi-channels.
- Activate cross-over points with DX marketplace and Agritech partnerships.

Qualifications/Skills/Personal Qualities

- You will be part of a Group marketing team sustaining our revenue and profit growth.
- You are a team player, recognising that truly successful outcomes require close collaboration.
- A depth of CRM experience.
- Proactively assessment, clarification and validation of stakeholder requirements on an ongoing basis.
- Experience in multi-channel marketing and CRM not necessarily in Agriculture.

Applications

In strict confidence by e-mail to hr.recruit@sumiagro.com

Further company information: www.sumiagro.com; www.sumitomocorp.com

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