

Market Development Associate, Vegetable Seeds

Job Purpose and Key Responsibilities:

Vegetable Seeds Market Development associate will be responsible for assisting and managing Market Development vegetable seed trials in the Salinas, CA area for various vegetable crops, including broccoli, cauliflower, lettuce, spinach, pepper and cabbage. This will include seeding trials, planting trials, harvesting trials and collecting trial data. Associate will work in close coordination and partnership with Field Sales Representatives and Distribution Partners to execute the trial plans of the territory.

- Effectively communicate trial progress to internal stakeholders and distribution partners.
- Support the R&D team Seminis/Bayer Veg San Juan Bautista Research Station by assisting with trial planting, evaluation, and other support tasks.
- Collect trial and variety data utilizing data collection systems according to trial protocols.
- Work with plant raisers to coordinate sowing of trial seed for transplanting
- Work with sales reps, distribution partners and growers to secure trial locations
- Coordinate and plant variety trials according to trial protocol with local growers.
- Attend and present trial updates in monthly Unit crop team meetings
- Assist in the development of digital marketing and knowledge transfer storylines.

Qualifications:

- A minimum of a B.S. is required with 2 years' experience in Agronomy, Sales, Field Development or R&D-related role. Advanced degree (MS, PhD) in Plant Sciences or other Agriculture-related fields (Agronomy, Plant Pathology, Weed Sciences or closely-related disciplines) is acceptable.
- The ability to convert data into practical knowledge and solutions for growers
- Demonstration of strong customer focus and sales orientation
- Strong written and verbal communication skills (Minimum 50% English written/verbal)
- Ability to perform successfully in a fast-paced, dynamic, team-based environment
- Self-motivated and assertive with results orientation
- Willingness to travel extensively in the territory and work independently
- Must possess a valid driver's license and the ability to pass a driving record background check

Skills / Behavioral Characteristics:

- Knowledge of genetic trial implementation and execution
- Strong written and oral communication skills
- Effective presentation skills
- Demonstrated self-motivation and initiative with the ability to set and achieve goals with minimal supervision
- Proven leadership abilities and problem-solving ability
- Demonstrated ability to prioritize and manage time effectively