



**Be an  
inspiration.  
Be Bayer**

At Bayer we're visionaries, driven to solve the world's toughest challenges and striving for a world where 'Health for all, Hunger for none' is no longer a dream, but a real possibility. We're doing it with energy, curiosity, and sheer dedication, always learning from unique perspectives of those around us, expanding our thinking, growing our capabilities, and redefining 'impossible'. There are so many reasons to join us. But if you're hungry to build a varied and meaningful career in a community of brilliant and diverse minds to make a real difference, there's only one choice.

## Value Creation Specialist Western Row Crop Production Area (JO-2409-1086)

### Role purpose

// Value Creation specialist utilizes their expertise in Seed, CP and Digital combined with field research and agronomic sciences to provide technical and sales support to a select geography and crop.

// This includes execution of the field-testing program which utilizes Research and Development protocols to support key business drivers for all facets of the country or region -including Biologicals, Crop, seed and Climate digital tools.

// The Value creation specialist is also responsible for knowledge transfer, demonstration and education of the products and system recommendation and most importantly be able to identify farmers needs and recommend best practises and possible solutions.

### Key responsibilities and tasks

// Build and maintain relationship with Farmers and understand Customer needs.

// Responsible for large-scale demonstrations in partnership with sales to identify the value of programs and ensure it is aligned to the overall strategy

// Responsible for the execution of large-scale field trails and Demo's, including evaluation and data collection of the trials planted.

// Create customer pull by developing, positioning and/or testing new hybrids, CP programs, traits and/or systems.

// Accountable for building confidence and competence in our internal sales and marketing organizations, external sellers and customers by

training on our portfolio, products and agronomic information.

// Responsible for the value proposition development of customized agronomic solutions for the key crops in area of responsibility to support sales and business growth targets.

// Build profile as technical expert in territory.

// Supporting the development of a sales support strategy linked to the needs of the customer

// Responsible for developing and implementing a sales support strategy for his area of responsibility for Seed, Digital and CP

// Responsible to analyse data and to make recommendations on Systems and best practises.

// Accountable to develop and incorporate new products into agronomic systems and make recommendations on adjustments to cropping systems.

// Forward thinking to identify future threats, opposition/ diseases /climate etc.

// Accountable to bring innovation and Drive Digital Transformation within Squad

### Experience, Skills and Qualifications

// MSc degree in Ag/Life Sciences or related discipline or bachelor's degree in agriculture/ marketing/business administration

- // Superior understanding of crop production which includes relevant crops for the region.
- // Excellent working knowledge of Crop Protection Industry, Seed Business and Digital platforms
- // Excellent relationship and team skills
- // Understanding of implications of actions on the achievement of BCS short term and long-term objectives.
- // Advanced written, verbal, and presentation skill set
- // Excellent organization and time management

- // Excellent Communication skills
- // Proactive partner with sales to exceed business targets
- // Intermediate level of English speaking.

**Be part of something bigger:**  
Link to apply: [Bayer Careers](#)

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**Advertising Period:**  
**23 September – 07 October 2024**

**Position grade:**  
**VS1.2**

**Employment type:**  
**Permanent**

**Location:**  
**Western Row Crop Areas**

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Bayer welcomes applications from all individuals, regardless of race, national origin, gender, age, physical characteristics, social origin, disability, union membership, religion, family status, pregnancy, sexual orientation, gender identity, gender expression or any unlawful criterion under applicable law. We are committed to treating all applicants fairly and avoiding discrimination.

