

Farm Success Associate

About Smartbell

At Smartbell we're changing how animals are cared for, especially our youngstock. Our aim is to empower farmers to have the healthiest and happiest herds around.

We are a startup aiming for big things, and this role will play a crucial part in helping us achieve that. We are looking for someone who is passionate about farming and animals to grow, nurture and empower our customer base. This is a chance to be a pioneer in a groundbreaking change for the industry.

As a start up, we require someone willing to do what it takes to get the job done. That means this role is unique and needs someone unique to do it. You need to be extremely motivated and driven to learn, grow and most importantly support our farmers. You yourself will get support from the founders and product team to help learn about the product and deliver incredible value to farmers and animals.

What does this role do

At the start you'll learn about our product. You'll need to become an expert in using our app and all things ear tag monitoring tech related. We'll teach you about all the ways this product can help change the day to day on a farm.

As your understanding grows you'll be working closely with customers in the field to maximise their value from the product. You'll work with them to understand how they farm and how this technology can help them improve on farm practices. You'll be supporting their day to day practices and making sure the product is running smoothly on their farm. Ultimately we produce a tool to help them be better farmers. It will be your job to help them become that.

Once you are up and running you'll balance the management customer accounts with growing the customer base. You'll follow up on leads, follow recommendations and generate interest. Then you'll convert these leads to sign deals and get more excited farmers on board. We are looking for someone that is excited by our technology and driven to share this with the farming community.

What your day could look like

- **Relationship building.** Visiting farmers around the country, introducing them to the product, signing them, checking in on them, helping them to unlock the next level of productivity from their farm using our product.
- **Networking.** Building industry relationships and leveraging those to increase market awareness and customer base through events and demo days.
- **Solving problems.** Making sure our customers have a smooth on farm experience. You'll be answering queries, providing suggestions and following up on solutions.
- **Mastering the product.** You'll be using the product constantly and staying up to date with updates so that these can be translated to our customers.
- **Providing market insights.** Feeding back important information that can help shape and grow our product in the right direction.

What we are looking for

- **Organised and motivated.** A large portion of this role will be out visiting farms. We need someone that can self motivate and organise their days to get the maximum value out of it.
- **Excellent communicator.** Supporting farmers and articulating the value of the product is key, we need someone that can clearly get their points across in an efficient way.
- **Happy to travel.** This role will often be based on the road, we need someone that enjoys traveling the countryside and seeing different farming operations.
- **Critical and creative thinker.** We need someone that can figure out how our product fits best to each unique farm. They will need to be able to adapt their approach to the farm based on what they find out about how it works.
- **People oriented.** Ultimately, this role is about people. We need someone who values connecting with people, talking to people and building meaningful relationships.
- **Excited about this technology's potential.** We need someone that understands the impact this technology can have and is genuinely excited about the impact it can have.
- **Industry knowledge.** This person needs to understand animals, farming and what it means to be a farmer. They need to understand the fundamental principles of farming and use these in their approach to this role.