



**BASF**  
We create chemistry

## Crop Manager Specialty Crops

- 2 years, temporary replacement during maternity leave (a contractor employment contract will be signed initially)

Agriculture is all about balance. The balance that is crucial to everyone's existence – also applies to our Agricultural Solutions division. We connect innovative thinking with practical action to find the right balance for success – for farmers, agriculture and future generations. With seeds and traits, crop protection and digital solutions, we help farmers produce food more efficiently, protect the land and meet the needs of society.



LOCATION  
Bucharest



COMPANY  
BASF SRL



WORKING AREA  
Marketing



CONTRACT TYPE  
Full time

### RESPONSIBILITIES

- Customization of regional crop strategy for specialty crops and detailed product positioning in close collaboration with Technical and Sales
- Participate in regional crop team and crop country meetings to ensure understanding and implementation of regional customized European crop strategy.
- Contribute to define bottom-up strategic planning of markets and products for 10 years period and business case planning in line with Regional Crop Manager.
- Support Regional Crop Manager to refine detailed crop strategy for country, generate ideas and develop and agree on business case.
- Responsible for new product launches, price positioning and for strategic product price re-positioning
- Develop country Unique Selling Proposition in close collaboration with customers, sales and technical department and provide MarCom promotion input to support sales
- Ensure reflection of crop strategy in local Market Approach Strategies and transfer knowledge and strategic direction to the sales force.

### BENEFITS

- Development discussions and programs so that you can reach your full potential and develop yourself within the BASF family.
- A secure work environment because your health, safety and wellbeing is always our top priority.
- An attractive competitive salary that is based on the company's success and your individual performance.

### QUALIFICATIONS

- Degree from a university (agricultural or industrial engineering, business administration, economics or similar qualification)
- 3+ years of experience in marketing (product management)
- Experience in the agro business preferred
- Specialized knowledge for the position: marketing Mix implementation, strategic and analytical thinking; good presentation skills
- Ability to work in team and a multicultural environment
- Proficiency in using Microsoft Office package
- Proficiency in English both written and spoken
- Romanian language is mandatory
- Driving licence - B category

### ABOUT US

**At BASF, the chemistry is right.** Because we are counting on innovative solutions, on sustainable actions, and on connected thinking. And on you. Become a part of our formula for success and develop the future with us – in a global team that embraces diversity and equal opportunities irrespective of gender, age, origin, sexual orientation, disability or belief.

**Together we can accomplish everything. Through the power of connected minds.**

We are looking forward to your e-mail application with a CV to [jobs.romania@basf.com](mailto:jobs.romania@basf.com).

*We thank all applicants in advance for submitting their resumes but please note that only selected candidates will be contacted. Please note that the closing date may be subject to change. We will interview suitable candidates as they apply, so please don't hesitate to take this opportunity to submit your application as soon as possible.*