Technical Seed Marketer: Cradock, Eastern Cape

BARENBRUG is a multinational seed company with a rich history spanning over 120 years, specializing in plant breeding, seed production, and marketing for pasture, agronomy, cover crops, legumes, and turf. Renowned for pioneering innovative solutions that enhance the profitability and sustainability of farmers and clients worldwide, Barenbrug is a global leader in pasture seed.

Purpose of the Role

We are seeking a dynamic and results-oriented Technical Seed Marketer with a passion for driving sales and building lasting connections with end-users to join our team. The ideal candidate will play a pivotal role in promoting Barenbrug products by providing expert technical advice to farmers, clients, and distributors. A primary focus will be on increasing Barenbrug's visibility in the Eastern Cape (Cradock) region, thereby enhancing overall profitability. The role also involves actively participating in trials, farmers' days, and engaging with study groups.

Requirements

- Proven experience in pastures, forage and cover crops.
- Applicable BSc Agric degree or a similar agricultural qualification.
- Advantageous: Experience in marketing agricultural inputs.
- Ability to work independently, with proficiency in computer skills, and a willingness to travel.
- Expertise in managing trials.
- Fluent in both English and Afrikaans.
- Skilled in implementing effective sales strategies.
- Strong communication skills and connecting effortlessly with end-users.
- Customer-centric focus with a commitment to building and maintaining strong relationships.

Responsibilities

- Sales and Technical Support: Provide expert technical advice, assess end-user needs, and drive sales.
- Trial Management: Oversee all aspects of trials, including planting, weed control, fertilizer application, and data capture.
- Product Introduction: Introduce new products to the market and effectively transfer product information.
- Events and Education: Organize farmers' days, address study groups, and actively participate in training and negotiating with distribution networks.

Why Barenbrug?

At Barenbrug, people are at the heart of our success. We are committed to creating an environment where individuals can grow, develop and build rewarding long-term careers. As a global leader in the seed industry, we invest in our people, value new ideas and recognise those who make a difference. We provide opportunities for continuous learning and professional development, helping employees reach their full potential. Joining Barenbrug means becoming part of a passionate team dedicated to supporting farmers, driving innovation and delivering excellence.

If you are a sales-driven professional with a passion for agriculture and believe you are the right fit for this role, please send your CV to: anel@barenbrug.co.za . CVs are welcome in both English and Afrikaans.

Closing date: 15 December 2026

Barenbrug is an equal opportunity company. If you do not hear from us, , please consider your application unsuccessful.

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