Role Description	
Role Title	Territory Manager
Reporting to Manager	Head of GTM
Employment Type	Permanent, full time
Location	Regional Victoria, based in or near a key dairy region (South West Victoria/Ballarat, Goulburn Valley/Shepparton or Gippsland). Final base to be confirmed through recruitment.
Salary	Base salary plus superannuation + commission on new business. Vehicle, tablet, phone and plan provided.
Hours of Work	40 hours per week, Monday to Friday, with flexibility to work around farm routines (early starts, milking times and seasonal peaks such as calving) and as travel requires.
Travel Requirements	Extensive regional travel across Victoria & Tasmania, on farm and at events most days. Regular overnight stays and occasional travel to New Zealand.
Role Summary	The Territory Manager is responsible for building Levno's customer base in Victoria from the ground up. 80% of the role is new business: prospecting, cold calling, visiting farms, attending field days and building a strong pipeline that converts into sales. 20% is basic technical work: running demos, completing straightforward installs and first-line troubleshooting when needed, with more complex work handed to the Field Technician. As the face of Levno in a brand-new market, this role works out who the key people and influencers are, shapes how we approach the region and is a strong voice for Victoria within the wider team.

Core Result Areas	Measures of Success
Prospecting and lead generation (approx. 35%) Build a pipeline through cold calling, farm visits, referrals, rural suppliers and industry networks.	● Number of new farm visits and prospecting calls per week ● Qualified leads added to CRM each month ● Pipeline value against target
Closing new business (approx. 35%) Convert opportunities into new customers through clear, value-based conversations with farmers.	● New business revenue against target ● Number of new customers signed per quarter ● Lead to customer conversion rate
Market development and brand presence (approx. 10%) Represent Levno at field days, discussion groups and industry events, and build relationships with influencers such as vets, rural merchants and consultants.	● Events attended and leads generated from each ● Key partner and influencer relationships established ● Growth in Levno brand awareness in target regions
Basic technical support (approx. 20%) Run product demonstrations, complete straightforward installations and first-line troubleshooting, handing complex work to the Field Technician.	● Demos delivered as part of the sales process ● Simple installs completed to Levno standards ● Smooth handover to Field Technician with clear job notes
Pipeline management and reporting Keep CRM data accurate and provide reliable forecasts.	● CRM up to date weekly ● Forecast accuracy within agreed range
Market insight and strategy Share trends, competitor activity and customer feedback to shape the Victorian growth strategy.	● Monthly market insights reported to Head of GTM ● Recommendations on regional focus and channel approach
Health, safety and compliance	● Zero lost time injuries ● Site and vehicle safety requirements followed

Work safely on farm and on the road, following Levno and customer site safety requirements.	● Incidents and near misses reported promptly
Leadership Competencies & Values	● **Curiosity:** Our best people seek to understand beyond their day job. They pull the thread; they are in pursuit of big thinking. **Find a better way** ● **Accountability**: Our best people do not step over things. They look for ways to improve, they fail fast, own their learnings and celebrate the wins! **Own the outcome** ● **Adaptability:** Our best people know that what we're doing is not easy. It can mean we need to find new ways to get results. With change comes opportunity. We welcome change, we embrace change. **Enjoy the ride** ● **Collaboration:** Our best people know that growth is a team sport. They offer and receive feedback that supports the team to be better. **Win Together**
Capabilities & Experience	
Technical & Personal Attributes	● Proven track record of hitting sales targets in a direct, new business sales role ● Comfortable with cold calling and walking up the drive to talk to farmers you haven't met ● Understanding of the dairy or broader agricultural industry and the nuances of selling into farms ● Proven ability to work autonomously in a sole-charge or remote territory, prioritising your own time ● Strong pipeline and account management discipline ● Articulate and confident speaking to groups at field days and events; a brand evangelist rather than a polished presenter ● Practical and handy, with enough technical confidence to demo, install and do simple troubleshooting ● Curious about why things are or aren't working, and willing to speak up for the region ● Full, clean driver licence and comfortable with

	extensive regional travel
Desirable	● Existing network across Victorian dairy regions ● Experience selling agritech, farm technology, animal health or rural supplies ● Experience launching a product or opening a new territory ● Experience with a CRM such as HubSpot or Salesforce

Territory Manager

At Levno, we build technology that helps our customers make better decisions, save time and run more connected businesses. After growing across New Zealand, we're expanding into Victoria one of Australia's most important dairy regions.

As our first Territory Manager, this is your area to build. You'll be the face of Levno in the region, own the pipeline and decide how we win the market, with the backing of our Head of GTM and a team that's succeeded at this before. Expect to spend most of your time on farm, on the phone and at field days, with some demos and simple installs along the way.

If you enjoy walking up the drive, earning trust and building something from scratch, we'd love to hear from you.

What you'll be doing

- Finding and winning new customers across Victoria through farm visits, cold calling, referrals and industry networks
- Building and managing your own pipeline, with the freedom to shape how you approach the market
- Representing Levno at field days, discussion groups and industry events, and building relationships with rural suppliers, vets and consultants
- Running demos, completing simple installs and first-line troubleshooting, working closely with our Field Technician
- Sharing market insights, competitor activity and customer feedback to help shape our Victorian growth strategy

What you'll bring

- A proven track record of hitting targets in a direct, new business sales role
- Confidence picking up the phone and turning up on farm to meet people for the first time
- An understanding of dairy or broader agriculture and the nuances of selling into farms

- Experience managing your own territory and priorities without someone looking over your shoulder
- Strong pipeline discipline and good organisation
- The confidence to speak up at a field day or event; articulate and genuine rather than polished
- A practical, handy streak and comfort learning enough of the technology to demo and do simple installs

It would be great if you've also sold agritech, farm technology or rural products, opened a new territory, or already have a network across Victorian dairy regions. If you don't tick every box, we'd still like to hear from you.

How we work

We're curious and like to find a better way. We own our outcomes, learn fast and celebrate the wins. We adapt when things change, because building something new isn't always easy. And we win together, giving and receiving feedback that helps the team get better.

Why join Levno?

- Join a successful agritech company entering a new growth phase
- Build a brand-new territory and shape how we grow in Australia
- Be a shareholder with our ESOP
- Vehicle, tablet, phone and plan provided, with genuine autonomy over how you run your week
- $1000 a year to spend on health & wellbeing or growth & development

Ready to apply?

- Submit your application today!