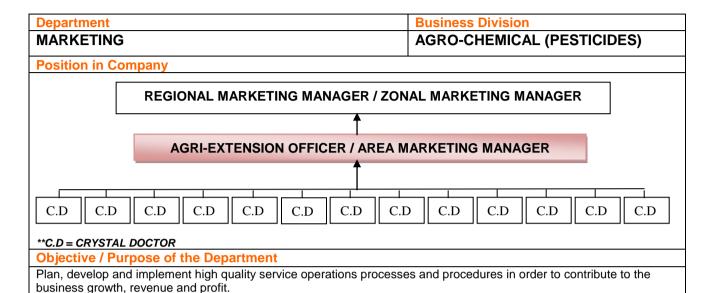


JOB PROFILE AGRI-EXTENSION OFFICER / AREA MARKETING MANAGER



Key Activities / Accountabilities

MONITOR PROGRESS

- ▶ Monitor actual progress of extension and monitor compliance with activities decided as product marketing plan
- ▶ Prepare monthly performance report and track liquidation targets
- ► Liquidation of Focus Products

APPROVE EXPENSES

► Verify and approve extension expenses of CD's.

GUIDELINES & QUALITY CONTROL OF EXTENSION

- ► Ensure adherence to standard procedures for execution of extension activities and check standards of quality of farmer interactions.
- ► Inform RMM / ZMM regarding irregularities

PLANNING

- ► Assist in product level marketing plan
- ▶ Prepare monthly detailed activity plan
- ▶ Prepare work-plan for special campaigns to be executed
- ▶ Develop C.D deployment plan
- Prepare standard visit & Activity plan for C.D's
- ▶ Decide the targets for C.D's

ENABLE PRODUCTIVITY

► Ensure enablers such as product kits, product literature, point of sale material, product samples etc are available for the TI's & TA's

RECRUITENT & TRAINING

- ► Ensure recruitment of TA's as per decided norms
- ▶ Design training schedule for the TI's starting from Induction training to conduction periodic sessions for technical training including in-the field demonstrations
- ▶ Implement process of Technical Tests of TA's

MARKETING INTELLIGENCE

► For the branding products, understand demand and supply scenario, market potential of the focus brands, usage trends and farmer perceptions, competitors extension strategies

EXECUTION OF AGRI-EXTENSION ACTIVITIES



- Supervise C.D's and conduct activities as per agreed monthly plan and directions of RMM / ZSM
- ► Execute special product campaigns
- ▶ Develop route plan to regularly meet 100 farmers/month
- ► Assess C.D's performance
- Monthly progress report of Development

BRAND IMAGING

▶ Building the Brand Image of the company.

Essential Educational Qualification & Experience

B.SC / M.SC / PH.D In AGRICULTURE with 2-3 Yrs of Relevant Experience (*Preference to

(*Preference to this Candidate)

B.SC/M.SC / PH.D In AGRICULTURE - FRESHER

Preferred Knowledge and competencies

SPECIFIC KNOWLEDGE

- Team Management,
- ► Resource Planning
- ► Marketing & Business Intelligence
- ▶ Crop-Pest Knowledge
- Strategic Marketing

Required Behavioural Competencies

FUNCTIONAL COMPETENCIES

- o Judgement
- Quick learner and learning capacity
- Must be committed, enthusiastic, innovative and commercially aware.
- o Delighting customers Satisfies internal and external customer needs with appropriate solutions.
- o Good communication Demonstrates and facilitates clear and honest two-way communication.
- Continuous learning ability Anticipates, reviews and continuously seeks to improve performance.
- o Must be able to work independently under own initiative and lead a team.
- o Ability to prioritise and control workloads to meet tight deadlines.
- o Influencing skills.
- o Able to understand the bigger picture, but managing the detail to achieve this.
- Flexible work approach and able to handle extreme work peaks.
- Stress resistance.
- Managing Results

FIXED COMPETENCIES

- o Team Work
- o Continuous Improvement
- Integrity
- Delighting Customers
- Empathy

TARGETED COMPANIES

AGRO-CHEMICAL / SEEDS COMPANY

AGE

Between 21 - 35 ONLY

SALARY

P.HD EXPERIENCED **7.00 – 9.00 Lakh (P.A)**P.HD Fresher **4.00 – 5.00 Lakh (P.A)**B.SC/M.SC **3.50 – 4.50 Lakh (P.A)**

**Not a Constraint for the Deserving Candidate

Profile completed by:

Manager's name	Job Holder's name	HR Account Manager's name
Manager's Signature	Job Holder's Signature	HR Account Manager's Signature