

JOB PROFILE**AGRI-EXTENSION OFFICER / AREA MARKETING MANAGER**

Department MARKETING	Business Division AGRO-CHEMICAL (PESTICIDES)														
Position in Company															
<p style="text-align: center;">REGIONAL MARKETING MANAGER / ZONAL MARKETING MANAGER</p> <p style="text-align: center;">↑</p> <p style="text-align: center;">AGRI-EXTENSION OFFICER / AREA MARKETING MANAGER</p> <p style="text-align: center;">↑</p> <table border="1" style="margin: auto;"><tr><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td><td>C.D</td></tr></table>		C.D	C.D	C.D	C.D	C.D	C.D	C.D	C.D	C.D	C.D	C.D	C.D	C.D	C.D
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**C.D = CRYSTAL DOCTOR															
Objective / Purpose of the Department															
Plan, develop and implement high quality service operations processes and procedures in order to contribute to the business growth, revenue and profit.															
Key Activities / Accountabilities															
MONITOR PROGRESS															
<ul style="list-style-type: none">▶ 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															
<ul style="list-style-type: none">▶ Verify and approve extension expenses of CD's.															
GUIDELINES & QUALITY CONTROL OF EXTENSION															
<ul style="list-style-type: none">▶ Ensure adherence to standard procedures for execution of extension activities and check standards of quality of farmer interactions.▶ Inform RMM / ZMM regarding irregularities															
PLANNING															
<ul style="list-style-type: none">▶ 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															
<ul style="list-style-type: none">▶ Ensure enablers such as product kits, product literature, point of sale material, product samples etc are available for the TI's & TA's															
RECRUITMENT & TRAINING															
<ul style="list-style-type: none">▶ 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															
<ul style="list-style-type: none">▶ 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 this Candidate)*

OR

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

- Judgement
- Quick learner and learning capacity
- Must be committed, enthusiastic, innovative and commercially aware.
- Delighting customers - Satisfies internal and external customer needs with appropriate solutions.
- Good communication – Demonstrates and facilitates clear and honest two-way communication.
- Continuous learning ability – Anticipates, reviews and continuously seeks to improve performance.
- Must be able to work independently under own initiative and lead a team.
- Ability to prioritise and control workloads to meet tight deadlines.
- Influencing skills.
- 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

- Team Work
- 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