

JOB DESCRIPTION

Position Title	Junior Agronomist
Division / Department	Marketing
Location	Karnataka- South

1. JOB PURPOSE

This position is responsible for enrolling farmers, concept selling and creating demand for the SSF product.

2. PRINCIPAL ACCOUNTABILITIES

Accountabilities
<ul style="list-style-type: none">● Village and cluster identification● Establish direct contacts with farmers and farmer registration for adoption of SSF package● Explain value proposition to the farmer● Promote and enable sales of SSF product line among the farmers● Implementation of crop schedule● Data and testimonial collection for further analysis and communication

3. SKILLS AND KNOWLEDGE

Educational Qualifications

M. Sc. in Agriculture Sciences with an experience of 0-1 years in crop nutrition marketing will be preferred.

Candidates with graduation in agricultural sciences, with a minimum of 1-2 years can also be considered.

Functional Skills

- Knowledge of products, rural markets, agriculture and farmers
- Knowledge of territory and crops

Personal Characteristics and Behaviors

- Customer Service Orientation
- Result Orientation
- Sincerity, honesty & integrity