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| **JOB NARRATIVE** 1. *Job Purpose and Roles and Responsibilities of the Job*
2. *Organisation Structure, Outcomes/Value Add, Financials & Work Relations*
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| **Basic Details**  |
| Job Title  | Zonal Manager – Agra |

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| **Job Purpose:** * *Summarizes the main points of the job description which may include key responsibilities, functions, and duties*
* *Job Purpose is the prime objective for which the Job holder is responsible for. It is directly controlled by the Job holder*
* *Should contain 1 - 3 key points*
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| This position is responsible for marketing of goods & services to achieve desired results as per departmental objective in the zone. The role is also responsible for area administration, liaison, team development & brand building. |

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| **Key Accountabilities & Outcomes** |
| ***Key Accountability*** * *Main areas of accountability / key goals of the Job.*
* *Should contain five to Seven Key Accountabilities.*
* *Can be derived through Balanced Score Card Perspectives (Financial, Customer, Internal Process & Learning and Growth)*
 | ***Major Activities/ Tasks**** *The tasks under Key Responsibility that the Job holder is supposed to perform to achieve the business goals*
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| Strategy & business planning | * Prepare budget for the region in line with company’s overall objectives
* Prepare strategy to achieve the targeted revenues
* Ensure Area wise, month wise, product wise sales & collections
* Ensure implement of various policies, SOP
* Storage & Handling of stocks in the division
* Establish corporate goals, short term and long term budgets in the assigned area & develop business plans for the achievement of these goals in line with company’s vision.
* Built up strategy for expansions of existing markets for the Focus products
* Plan the business & conducting analysis for assessment of revenue potential in business opportunities.
* Work out economics for each product line
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| Build a capable andmotivated team tocreate a highperformance teamenvironment | * Develop sales field team through structured training and on the job coaching
* Establish performance expectations and regularly review individual performance
* Recommend appropriate rewards and recognition
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| Operations | * Monitor actual performance vs budgeted
* Direct and coordinate sales functions.
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| Channel Management | * Planning of dealership network in the division.
* New appointments & discontinuation of dealers
* Visiting Dealers for interaction
* Monitoring credit limits
* Dealer conferences
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| Business Development & Marketing | * Identify and network with prospective dealers , generate business from the existing accounts and achieve profitability and increased sales growth
* Formulate strategies to create a loyal dealer base for the company.
* Build & maintain healthy business relations with major dealers, ensuring maximum customer satisfaction by achieving delivery & quality norm.
* Brand promotion, demand creation from dealers
* Market development activities in assigned area
* Ensure Area wise, month wise, product wise sales & collections
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| **Key Dimensions**  |
| ***Financial Dimensions**** *List the significant numerical data which will reflect the scope and scale of activities concerning this job such as budget, cost, revenue etc.*
 | ***People Dimensions**** *Mention the team size ( direct reportees only) the Job Holder would have to manage for the scope of activities concerning to this role*
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| * As per budget
 | * Team Size – Monitor sales team of North zone
* Geographical Spread – As per defined zone
* Political & Other Complexities - Has to liaise / handle government authorities regarding availability of fertilisers and deal with farmers for handling customer complaints, if any
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| **ACHIEVEMENT PROFILE*** *What are the capabilities required by the Job Holder at this position*
* *Specify Knowledge ( technical expertise), experience, skills, behavioural competencies, personality required*
* *It depicts candidate profile for making hiring decision and helps incumbent profile for competency mapping*
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| **Education Qualifications / Background*** *State minimum qualification required by the Job Holder to work effectively on this position*
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| * B. Sc. / M. Sc. (Agriculture); preferably MBA (Marketing)
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| **Relevant and Total Years of Experience** * *Mention years of experience required for the job*
* *Elaborate more of the relevance / type of the job experience required by the role*
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| * Experience of 18 – 25 years in Agri input retailing, sales / marketing of Bulk / Speciality
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| **Technical/Functional Expertise*** *Stare minimum proficiency required on specific technical or functional skills required for the Job Role*
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| * Knowledge of products, rural markets, agriculture and farmers
* Selling skills
* Commercial acumen
* Risk assessing capability
* Credit management skills
* Analytical skills for cost minimization
* Knowledge of statutory regulations
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| **Behavioural Competencies *(List only 3- 5 specific behavioural competencies)**** *State behavioural competencies required to function effectively at this position*
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| * Customer Service Orientation
* Result Orientation
* Quick decision making capability
* Leadership skills
* Sincerity, honesty & integrity
* Presentation & communications skills
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| **Personality *(List only 3- 5 specific personality characteristics)**** *Write personal characteristics/ personality type that is suitable to work at this job level.*
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| * Ability to build winning team
* Positive attitude
* High on ambition and inner drive
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