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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* |
| 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* |
| 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 |
| Build a capable and  motivated team to  create a high  performance team  environment | * 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. |
| Channel Management | * Planning of dealership network in the division. * New appointments & discontinuation of dealers * Visiting Dealers for interaction * Monitoring credit limits * Dealer conferences |
| 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* |
| * 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* |
| * B. Sc. / M. Sc. (Agriculture); preferably MBA (Marketing) |
| **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* |
| * Experience of 18 – 25 years in Agri input retailing, sales / marketing of Bulk / Speciality |
| **Technical/Functional Expertise**   * *Stare minimum proficiency required on specific technical or functional skills required for the Job Role* |
| * 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 |
| **Behavioural Competencies *(List only 3- 5 specific behavioural competencies)***   * *State behavioural competencies required to function effectively at this position* |
| * Customer Service Orientation * Result Orientation * Quick decision making capability * Leadership skills * Sincerity, honesty & integrity * Presentation & communications skills |
| **Personality *(List only 3- 5 specific personality characteristics)***   * *Write personal characteristics/ personality type that is suitable to work at this job level.* |
| * Ability to build winning team * Positive attitude * High on ambition and inner drive |