

# Job Description

## JOB NARRATIVE

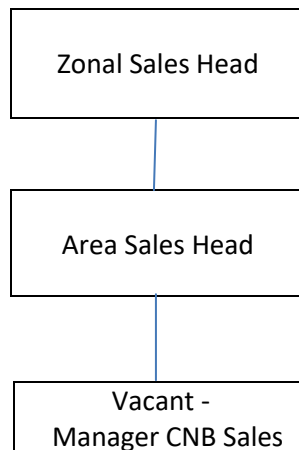
1. Job Purpose and Roles and Responsibilities of the Job
2. Organisation Structure, Outcomes/Value Add, Financials & Work Relations

### Basic Details

Job Title	Manager Crop Nutrition Business Sales
Business Sector	CNB
Job Location	

### Organisation Structure

*(where does the position stands in the organisation structure of the Business)*



### 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
- Achieve sales of budgeted Manufactured and Bulk traded fertilisers
- Achieve sales of budgeted target for Speciality and Natural fertilisers
- Average debtors number of days not to exceed 30 days
- Achieve 100% Bensulf sales against target for the given geographical territory

# Job Description

Key Accountabilities & Outcomes	
<p><b>Key Accountability</b></p> <ul style="list-style-type: none"> <li>• Main areas of accountability / key goals of the Job.</li> <li>• Should contain five to Seven Key Accountabilities.</li> <li>• Can be derived through Balanced Score Card Perspectives (Financial, Customer, Internal Process &amp; Learning and Growth)</li> </ul>	<p><b>Major Activities/ Tasks</b></p> <ul style="list-style-type: none"> <li>• The tasks under Key Responsibility that the Job holder is supposed to perform to achieve the business goals</li> </ul>
Business Development	<ul style="list-style-type: none"> <li>• Execute Dealer wise, product wise, month wise sales plans</li> <li>• Market development activities</li> </ul>
Dealer Management	<ul style="list-style-type: none"> <li>• Submit Proposal for appointment of dealers</li> <li>• Monitor &amp; manage overdues</li> <li>• Ensure that issues raised by the dealers are addressed in a timely manner</li> </ul>

Work Relations ( Internal and External)	
<p><b>Internal Relations</b></p> <ul style="list-style-type: none"> <li>• Main interface of the Job Holder(Working relationships with Key stakeholders/ internal customers</li> <li>• Other Job Holders that the Job holder have may to liaise, report or coordinate with</li> </ul>	<p><b>External Relations</b></p> <ul style="list-style-type: none"> <li>• Main interface of the Job Holder(Working relationships with Key stakeholders/ external customers</li> </ul>
<ul style="list-style-type: none"> <li>• Area Manager</li> <li>• Zonal Manager</li> <li>• Permeant Sales Promotors</li> <li>• Other functional areas</li> </ul>	<ul style="list-style-type: none"> <li>• Farmers</li> <li>• Dealers</li> <li>• Sub dealers</li> <li>• Government authorities</li> </ul>

Key Dimensions	
<p><b>Financial Dimensions</b></p> <ul style="list-style-type: none"> <li>• List the significant numerical data which will reflect the scope and scale of activities concerning this job such as budget, cost, revenue etc.</li> </ul>	<p><b>People Dimensions</b></p> <ul style="list-style-type: none"> <li>• Mention the team size ( direct reportees only) the Job Holder would have to manage for the scope of activities concerning to this role</li> </ul>
<ul style="list-style-type: none"> <li>• As per annual budget</li> </ul>	<ul style="list-style-type: none"> <li>• Team Size – Handle team of sales promoters</li> <li>• Geographical Spread &amp; nearby areas</li> <li>• Political &amp; other complexities – Has to liaise / handle government authorities regarding availability of fertilisers and deal with farmers for handling customer complaints, if any</li> </ul>

## 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*

### Education Qualifications / Background

- *State minimum qualification required by the Job Holder to work effectively on this position*
- B.Sc. / M.Sc. Agriculture/Horticulture/Agronomy & MBA in Marketing preferred

### 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*
- Minimum experience of 4 - 8 years in sales / marketing of Agri inputs, preferably fertilisers / speciality fertilisers

### Technical/Functional Expertise

- *State 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.*
- Believe in Team Work.
- Adaptable to changing circumstances.
- Organised