



*One of India's leading producers of fertilizers and industrial chemicals,*

We are transforming our business through focus on Collaboration beyond boundaries, Relentless Focus on Results, Innovation, and unflinching commitment to deliverables and promises.

We are looking for individuals who enjoy working outside their comfort zone and are ready to accept challenges. We believe in achieving excellence in whatever we do. For this we provide a great degree of support through a combination of best of the systems & processes, employees' capability building and their well-being.

We also place a considerable weightage to individuals who are proactive & self-motivated and have good inter-personal & social skills and have the ability to work in teams.

### **JOB DESCRIPTION**

**Designation:** Product Head Speciality Fertilizer WSF

**Function:** Marketing

**Location:** Pune

**Sector:** CNB

#### ***Purpose of the Job:***

This role is responsible for deciding implementation strategies to achieve planned actions/targets for speciality fertilizer sales and revenue targets set for speciality fertiliser, managing distribution channels and sustaining the brand equity of the organisation.

**Overview/ Responsibilities:** As a product head speciality fertilizer WSF, you will be expected to:

<b><i>Key Accountabilities for the position</i></b>	<b><i>Major Tasks for the position</i></b>
<ul style="list-style-type: none"><li>• To achieve budgeted sales Speciality Fertilisers for the organization.</li></ul>	<ul style="list-style-type: none"><li>• Finalize area wise sales plan of speciality fertilisers keeping sales potential in mind.</li><li>•</li></ul>
<ul style="list-style-type: none"><li>• Achievement of targeted market share</li></ul>	<ul style="list-style-type: none"><li>• Monitor, review &amp; ensure sales as per budget</li><li>• Liaison with institutional buyers for sales of speciality fertilisers</li><li>• Ensure debtor management</li><li>•</li></ul>
<ul style="list-style-type: none"><li>• Building brand</li><li>• High customer satisfaction level</li><li>• Adequate market intelligence</li><li>• Position speciality brands as 'premium brands'</li><li>• Exploring new areas of growth</li></ul>	<ul style="list-style-type: none"><li>• Pricing of speciality fertiliser products</li><li>• To provide strategic inputs to business head in line with market scenario.</li><li>• Interactions with dealers</li></ul>

***"We believe together we can achieve excellence! "***



<i><b>Educational Qualifications</b></i>	<i><b>Total years of experience</b></i>
M.Sc. (Agriculture) MBA preferred.	15 years of experience in sales / marketing of agri inputs preferably fertilisers & Speciality fertilisers
<b>Technical Experience</b>	
<ul style="list-style-type: none"><li>• Knowledge of International market conditions &amp; prices</li><li>• Experience in handling High sales of speciality fertilisers with low volumes of bulk fertilisers available</li><li>• Knowledge of marketing management of speciality fertilisers</li><li>• Knowledge of agronomy, cropping patterns</li><li>• Knowledge of demand forecasting techniques</li><li>• Agro climatic adversities</li></ul>	

***“We believe together we can achieve excellence! “***