

### Role 3 : Marketing Officer

**Reporting To** : Regional Head

**Location** : Regional Marketing Office

**Interface** : Production/ Sales / Trading / Finance/Internal Audit

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**Role Scope** : Responsible for direct sales and contact with the potential and existing customers and meeting the sales figure target  
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#### **Key Result Areas:**

- Sales Target
- Survey Reports
- Competition data
- Credit management and collection

#### **Job Elements:**

- Market survey and identify opportunities to expand dealer net work without disturbing existing one.
- Sustain & gain market share across product categories his designated area.
- Achievement of fixed targets in fertilizer & Agri service business as per budget & product wise/allocation given.
- Timely collection of sales proceeds.
- Minimise logistic cost.
- Identify opportunities in agriculture space to expand product base.
- Educate farmers to enhance agriculture productivity farmers contact programmes.
- Regular Dealer service after sale and enhancement of dealership productivity.
- Adherence of company policy and integrity in company business policy and in attending marketing functions.
- Keeping company assets clean and intact.
- Keeping all ways company image high by maintaining cordial relationship with all concern related to business directly or indirectly.
- Working as per higher ups advise to meet company goals
  - a. Liason – Govt./Industry/FAI/PMA
  - b. Communication – Reports, MIS, SAP, system adherence and on change in market dynamics time to time
  - c. Through knowledge/study market given, dealers behaviour, competitors strength, cropping pattern etc
  - d. Planning for the given targets of all products.
  - e. Appointing new dealers in unrepresented markets.

- f. Control over dealer's credit limits.
- g. Outstanding collection as per the due date.
- h. Organising result oriented SP/TS activities effectively.

### **Adherence and Monitoring of credit administration:**

- Analysis of dealer credit worthiness based on market reputation and financial status.
- Collecting all necessary documents enlisted as per credit policy.
- Periodical check up of dealer credit worthiness by collecting financial statements of their business transaction and bank facility and debtors OS.
- Maintaining each dealer credit folders and their sales data.
- Monitoring supplies within approved credit facility

### **I. CUSTOMER RELATION / MARKET DEVELOPMENT :**

- Brand Building
- ZDSIS activities and display all sales promotional materials in dealer shops including fertilisers and other agric inputs.
- Organising dealer sales man training programme and update their knowledge towards Agri input business development
- Personal supervision on JKS for planning & organizing as per plan given to them.
- Follow up for getting reports/photographs of high profile programmes for publishing both in news daily/Radio/TV/Company magazine.
- Regular touch with sub dealers at village level for additional business.

### **II. MANPOWER MANAGEMENT :**

- Training & development of dealers/sub dealers including JKSs
- Developing leadership/ sales skills ability.
- Regular counselling of JKSs to ensure better performance by motivation, allowing freedom to work, sharing knowledge and create feeling of involvement and boost moral support both for professional and personal life.

### **III. LIASION:**

- Dept of Agriculture/ LFS /Industry people/and also for subsidiary companies, on specific advice.
- People representatives like MPS /MLAS/ZP members
- Mass media authorities –News papers/Radio/TV
- Agri university officials/scientists
- LFS/Fertiliser company's/KPMA/Other Agri inputs company's

### **IV. COMMUNICATION :**

- System / policy adherence
- Quick rightful action / timely problem solving .

- Regular updating of MIS and IT related issues pertaining to our job
- Power point presentation on periodical reviews, CRM activities/technical knowledge related to agriculture.
- Clarity in thoughts, expressions and accuracy in reports
- Briefing RH orally/written communication on day -today basis on all important issues.

**Educational Qualifications:**

- Agriculture Graduate with MBA preferred

**Experience Essential:**

Candidate should have at least 5-6 years of direct selling.

**Experience Desirable in the field :**

Worked at least 2 years in the Fertilizers and Agri Products.

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