**JOB DESCRIPTION**

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| **Position Title** | Market Development Officer |
| **Division / Department** | CNB |
| **Location** |  |

1. **JOB PURPOSE**

This position is responsible for market development, promotion and brand building as per the objectives set by company.

1. **PRINCIPAL ACCOUNTABILITIES**

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| **Accountabilities** | **Major Activities** | **Unit of measurement** |
| Business Development | * + Market development activities
	+ Brand Promotion
 | Achievement of targeted MDA activities  |
| Dealer Management  |  Dealer and Sub-dealer visits | No. of visits |
| Farmer Management | * + Village Visits
	+ Establish direct contacts with farmers
	+ Promotion of DFPCL products among the farmers
	+ Farmer adoption for Farmer Income Tracking
 | Direct Mailing farmer list Farmers Income TrackingSoil Sample and advisorySpot Meetings |

1. **SKILLS AND KNOWLEDGE**

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**Educational Qualifications**

Freshers or relevant experience in Agri input companies B.Sc. (Agriculture/Horticulture)/ Diploma (Agriculture)

Non- Agri graduates with rural marketing experience of 2-3 years in Agri input companies

 **Functional Skills**

* Knowledge of products, rural markets, agriculture and farmers
* Knowledge of territory and crops

**Personal Characteristics and Behaviors**

* Customer Service Orientation
* Result Orientation
* Sincerity, honesty & integrity