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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 | Key Account Manager – Saarthie Engagement |

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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* |
| The person would be responsible for Identification, Enrolment and Engagement of Key Farmers by driving various connect programs. He/ She would be the point of contact of the Key Farmers |

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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* |
| Saarthie Farmer Identification, Enrolment and drive connect programs | * Identify Saarthie requirements of each territory on the basis of Liquidation Plan of Focused Crops-Products * Own Saarthie appointment process and eligibility criteria * Ensure that adequate number of Saarthie Farmers are appointed as per plan * Prepare the engagement plan as per Crop-Product combination and season * Regular monitoring and review of progress of engagement plan – including reports and MIS * Driving regular connect with Saarthie Farmers * Establishing and using enablers for ensuring effectiveness of the program * Exploring opportunities for collaborations and tie-ups with other companies - with objective of monetizing the existing network |
| To track terms of engagement to Saarthie Farmers within agreed timelines | * Access to newest products through demos in his field * Accidental Insurance * Provide identification like visiting cards/ address plate outside home * Points on purchase of Mahadhan products, redeemable once a year |

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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. Agriculture. MBA Agriculture 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* |
| * 6-7 Years of work-experience in Agri Industry (Nutrition, Protection, Seeds etc.) of which 3 Years of work-experience should be in the Field – Sales or Marketing * Experience in driving Loyalty/Engagement/Customer management program through a CRM tool |
| **Technical/Functional Expertise**   * *State minimum proficiency required on specific technical or functional skills required for the Job Role* |
| * Data driven marketing skills * Program Management * Technical knowledge of Agri Products * Networking and Persuasion Skills * Ability to influence non-reporting relationships * CRM * MIS and Reporting |
| **Behavioural Competencies *(List only 3- 5 specific behavioural competencies)***   * *State behavioural competencies required to function effectively at this position* |
| * Extroversion, Sociable, and Interpersonal Sensitivity * Openness to new experience and innovative in approach |
| **Personality *(List only 3- 5 specific personality characteristics)***   * *Write personal characteristics/ personality type that is suitable to work at this job level.* |
| * Should be willing to follow processes * Ambiguity tolerance * Ambition, assertiveness, and hard-working |