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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*
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| 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*
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| 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
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| 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*
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| 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*
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| * 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
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| **Technical/Functional Expertise*** *State minimum proficiency required on specific technical or functional skills required for the Job Role*
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| * 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
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| **Behavioural Competencies *(List only 3- 5 specific behavioural competencies)**** *State behavioural competencies required to function effectively at this position*
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| * Extroversion, Sociable, and Interpersonal Sensitivity
* Openness to new experience and innovative in approach
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| **Personality *(List only 3- 5 specific personality characteristics)**** *Write personal characteristics/ personality type that is suitable to work at this job level.*
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| * Should be willing to follow processes
* Ambiguity tolerance
* Ambition, assertiveness, and hard-working
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