

### Job Profile

Designation:	Manager – Market Development & Business Coordination	Department:	Sales & Marketing
Level:	4A	Sub-Function	Marketing

Job Role: Will be responsible for market development and business coordination across NSL

**Job Responsibility:**

- Monitoring sales targets and maintenance of MIS on various dimensions (Crop-wise/ State wise/Distributor-wise/etc.)
- Acquiring and Maintaining market intelligence information (pricing, products and schemes)
- Assessment of sales schemes prepared by RMs and preparation of sales schemes at zonal level.
- Ensure monitoring of placements and supplies in coordination with Supply chain Management team.
- To support Sales team for preparation of Institutional sales documentation.
- To support VP (sales) for analysis and preparation of sales effectiveness documentation.
- Identify right product for each market and then Assess, consolidate and prepare Advertisement, Sales, Promotions (ASP) plans and budgets with inputs from all Regional Managers
- Monitoring of field activities in line with the budgets and providing regular reports to VP (Sales) & senior management.
- Development of ASP schedule and action plan and regular monitoring of the activities and reporting.
- To ensure all marketing and Field activities are conducted as per Guidelines set by the management.
- To coordinate and ensure timely design, procurement and supply of promotional material.
- To achieve targets with reference to sales, recovery and new product launches consistently.
- Visit various Field level demonstrations (FLD) / Multi level trails (MLT) along with RMs and Head (Sales) and provide technical observation reports
- Maintaining MIS of product pipeline and trials
- Assist management by preparing case for commercialization documentation for promising candidates in trials.
- Manage Product life cycle documentation for existing product portfolio.
- Follow-up and prepare competitor intelligence reports on new products.

Relevant Experience:	7-10 Years
Relevant Qualification:	B Sc Agri