

Job Profile

Designation:	Product Manager (Field crops incl Cotton)	Department:	Sales and Marketing
Level:	Mid level	Sub-Function	Marketing
Age range	25-35 years	Desirable	Prior product management experience in MNCs or large Indian seed companies.

Job Role: Implement product development and management activities in coordination with the Business heads and Corporate marketing Department. Work as growth catalyst with a focus on realization of product value.

Reporting to :

- 1) Business head for product management, coordination & administrative responsibilities of the zone.
- 2) To PD leads at corporate HQ for functional responsibilities for product development and training responsibilities.

Job Responsibility:

- **Product development:** The PD responsibilities include pre-launch/commercialization activities listed as below.
 - Coordination with R&D teams, PED and Corp. marketing team in layout, implementation, monitoring and submission of trial data of all MLTs, FLDs and PED trials in the region.
 - Coordination with R&D teams, PED and Corp. marketing team in layout, implementation, monitoring and submission of trial data of all AICRP,VCU,SAU trials in the region.
 - Facilitate and organize Field days and demonstrations on FLDs to multiple stakeholders (Farmers, Channel partners, Government, etc) under the guidance of Corp.marketing team in coordination with Business Head
 - Coordinate with the R&D team, PED and State/Zonal level teams and corporate PD team for identification of the product and commercialization.
 - Market assessment, competitor analysis and demand estimation for the newly commercialized products
 - Support business head in business planning for new products
 - Plan launch strategy and brand development plan for new products/existing product

extensions.

- Support Corporate office and Business head in product registration and licensing
- Support business head in design and preparation of overall product development, branding and marketing strategy for approval by national level marketing head

- **Product management**

- Work on product portfolio allocated to the region/zone under the guidance of business head
- Demand estimation of products in the zone/region and maintain product life cycle track and support business Heads for preparation of business plans for all products
- Work on Product mapping analysis as per the Corporate marketing policy for the zone and work on promotion of focus products and regions.
- Plan for field days and field activities for all crops and facilitate implementation in coordination with marketing teams.
- Develop farmer/dealer database in the region and be the internal champion for IT tools and implementing various other market effectiveness processes.
- Support business head in ASP planning and procurement at local level in coordination with Corporate marketing team.
- Be a master trainer on product attributes of all products to the sales & marketing team
- Coordinate with Corporate HQ and Business head in implementation of market development initiatives

Relevant Experience & Academic qualifications:

- BSc (Agri) with 5-6 years, experience in product development, sales or R&D/Product evaluation trials
- MSc (Agronomy, Breeding, Extension, Pathology, Physiology or Entomology) with 3-4 years' experience in product development, sales , R&D or product evaluation trials
- Good oral and written communication skills in English, Hindi and one local language
- Good spreadsheet and MIS development skills.

Go getter positive attitude , self-driven with high aptitude of work focus and discipline