**JOB DESCRIPTION**

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| **Position Title** | Junior Agronomist |
| **Division / Department** | Marketing |
| **Location** | Maharashtra  |

1. **JOB PURPOSE**

This position is responsible for enrolling farmers, concept selling and creating demand for the SSF product.

1. **PRINCIPAL ACCOUNTABILITIES**

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| **Accountabilities** |
| * + Village and cluster identification
	+ Establish direct contacts with farmers and farmer registration for adoption of SSF package
	+ Explain value proposition to the farmer
	+ Promote and enable sales of SSF product line among the farmers
	+ Implementation of crop schedule
	+ Data and testimonial collection for further analysis and communication
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1. **SKILLS AND KNOWLEDGE**

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**Educational Qualifications**

M. Sc. in Agriculture Sciences with an experience of 1-2 years in crop nutrition marketing will be is preferred. Candidates with graduation in agricultural sciences, with a minimum of 2-3 years can also be considered.

 **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