

Job Description



Post Name	<i>Joint. Chief Executive Officer (Retail Sales)</i>
Qualification	<p>1. Required Qualifications: Graduate in Science/Technology/Agriculture/Animal Husbandry/ Agri Engineering/Dairy technology/Bio-Technology</p> <p>2. Preferred qualifications: MBA (Agri. Business or Marketing)</p>
Experience	<p>A) Minimum 20 years of relevant experience, if graduate in handling agriculture inputs/ fertilizers/ pesticides/ seeds in reputed companies in Agri-business/Rural retail, of which at least 3 years as Zonal/ Regional Manager.</p> <p>B) Minimum 15 years of relevant experience, if post graduate in handling agriculture inputs/ fertilizers/ pesticides/ seeds in reputed companies in Agri-business/Rural retail, of which at least 3 years as Zonal/ Regional Manager.</p>
Age Criteria	Not more than 50 years as of date 01.09.2020.
Location	Current Job Location shall be at Vadodara, Gujarat. However, recruit may be placed anywhere in India on the basis of company's requirement in future.
Job Description	<ul style="list-style-type: none"> • Designing, Planning & monitoring Sales & Marketing strategies for the organization and functional budget as well. • Responsible for financial viability of existing retail outlets by means of increased footfall, product expansion and sales volume growth. • Expansion of retail network with detailed catchment analysis in primary market & other states. • Responsible for retail MIS. • Monitor overall sales performance for retail as well as private trade sales team as well. • Providing business and market feedback to the management and assist in identification of new market territories, intensifying presence in existing productive markets, new products etc. • Effective coordination between top management and Sales & Marketing team and ensuring timely approval. • Keep track of changing business environment, competitors' activities and Govt. policies to analyze market potential for various agri-input products of the company • Contribute in vision, mission and strategy of GATL and execute them into action plan of the company. • Contribute in creating a strong organization culture along with robust and transparent systems.

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	<ul style="list-style-type: none"> • Manage relationship with key stakeholders including concerned verticals within GSFC. • Contribute in developing and empowering a strong second-tier team • Motivating marketing staff through reward and & timely career growth of • Other additional charges as and when assigned by the company
Skills & Knowledge	<ul style="list-style-type: none"> • Strong analytical capabilities, • In depth knowledge of agri-business markets, • Planning & budgeting for Sales, Distribution, Logistics, Manpower, Realization, Agri Extension and Marketing Services, Traded Products • Rural Sales & Marketing and Customer Behavior • Knowledge in SAP • Knowledge of policies pertaining to trade should have market exposure of working in Western India like Gujarat, Maharashtra, Rajasthan, Madhya Pradesh & Maharashtra.
KRAs	<ul style="list-style-type: none"> • Sales Turnover of Bulk & Non Bulk from Retail outlets & Trade • Sales as per budgeted quantity • Sales realization as per budget • Managing Profitability of Retail Operations • Inventory Turnover of Agri products • Number of Branded Retail Outlet Operations Management • Reduction in Customer complaints / grievances • Increase in Training man-days of personnel involved in Store operations • Expansion of retails operations outside Gujarat • Ensuring Statutory compliances • Efficient budget utilization and cost saving • Timely promotions and offers to enhance sales • PMS management • Retail Outlet Management • Number of branding activities
Remuneration	Pay Scale shall commensurate with skills, experience and market trends
Reports To	CEO