

## **1. IDENTIFICATION**

**Department -SALES**

**Job Title-Sales Agronomist**

**Location:** Southern Highland Zone, Lake zone, Northern & Central zone, Coastal zone

**Reporting to Sales Manager.**

## **2. MAIN JOB PURPOSE.**

The employee should be responsible for promotion of AgriCentric in potential vegetable growing and selling areas of her/his station by means of demonstration in order to increase sales of vegetable seeds and any other agricultural products in the mentioned area. Locate farmers group, partners, traders, agro dealers and Government leaders, make an inventory of the growing area, crop and seasons, find key farmers, training/advice farmers and customers.

## **DUTIES AND RESPONSIBILITIES.**

- Make an agreement with farmers concerning varieties to be tested /promoted.
- Agree with farmers and Sales and Marketing Manager about field/demo cost
- Plan and establish demo /trial based on the area requirements.
- Send report to Sales and Marketing Manager concerning demo conditions (indicate location, sowing date, transplanting date and field day date) share location.
- Organize field days'/farmers meetings, invite dealers, farmers, traders, government official and other stakeholders.
- Responsible for promoting and introducing AgriCentric brand and new its crop varieties.
- Visit stockiest, discuss about the performance of our products, offer promotion materials like posters and brochures to the shops and look after availability of our products.
- Introduce Good Agricultural Practices (GAP) to farmers especially in your trials like raised beds, spacing, fertilization and fertigation programs, spraying methods, drenching e.t.c
- Be aware about altitudes when you want to introduce a certain variety to farmers. High altitude crops and Low altitude crops.
- Make quarterly field visit plan and prepare budget for your implementation.
- Send field report every two weeks, indicate demo costs, demo visit, and comment from farmers and yourself concerning demo performance.
- Accountable for supporting local sales performance by providing technical sales support to channel partners and sales representatives.
- Oversee all post-sales services provided to clients to ensure customer satisfaction.
- Establish and foster partnerships and relationships with key customers.
- Work collaboratively across team-including sales, marketing, supply chain.
- Responsible for providing support and knowledge of our products to customers

## **DESIRED QUALIFICATION AND EXPERIENCE:**



- A bachelor's degree holder in Agriculture or related degree from recognized institute.
- Demonstrable experience as a field officer not less than 2 years.
- Willingness to work long hours when required, occasionally over weekends frequent field trip away from the station.

**Required knowledge, skills and abilities:**

- Strong communication, partnership, and planning skills, shown success in influencing and presenting ideas to various partners.
- Flexible and willing to work beyond the recommended time
- Deliver the business targets aligned to business strategy, job to do and enhance performance culture through business transformation.
- Excellent technical agronomic skills

**How to Apply:**

- Send you cover letter and cv to [info@agricentric2023.co.tz](mailto:info@agricentric2023.co.tz) , no calls required
- End of application 6<sup>th</sup> September 2023