

JOB DESCRIPTION

FOR POSITION OF REGIONAL BUSINESS MANAGER - ANIMAL NUTRITION

Reporting to:	GM Sales & Marketing – Animal Nutrition			Location:	Coimbatore
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Role Purpose

Regional Business Manager Coimbatore, working within Camlin Fine Sciences Animal Nutrition Division, will manage existing relationships with customers across the Coimbatore region, develop new distribution channels. This role will support the annual budget targets in terms of volumes and profitability and contribute to the development of a growth strategy for the business.

Work Scope	Key Accountabilities/ Responsibilities
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Job Contents	<ol style="list-style-type: none"> 1. To achieve business targets with targeted clients and within stipulated timelines. 2. Effectively organization penetration of products in region. 3. Handle distribution network. 4. Responsible for generating sales in key accounts in region with thorough idea of key accounts in terms of hierarchy, influencing factors and internal ambiance. 5. Monitoring market trends for different product line and competitor information, activity, and strategy. 6. Manage key accounts at decision making level, at purchase and at product user level 7. Expertise in handling product trials, laboratory services for product promotion. 8. Ability to penetrate product at farm, feed-mills, and key accounts
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Key Interactions

Internal	Nature
Marketing	Coordinate for collateral
Sales	Pending payments, sales report, and other departmental activities
All other department	Administrative work
External	Nature
Customers	Coordination wit respect to generating revenue for designated territory
Govt bodies	Dealing with local govt bodies if required


Key Dimensions

Team	<ul style="list-style-type: none"> • This will be Individual contributor role.
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Role Requirements	
Educational Qualifications	<ul style="list-style-type: none"> • Postgraduate degree, preferably in life sciences. • Computer and soft skills must be strong. • Should be fluent in both verbal and written English.
Experience (Type & Nature)	<ul style="list-style-type: none"> • 5+ years of experience in establishing business of Animal Feed Additives. • This will be travelling role.
Skills & Technical Competencies	<ul style="list-style-type: none"> • experience in establishing business of Animal Feed Additives. • Experience in distribution and sub-dealer management.
Behavioral Competencies	<ul style="list-style-type: none"> • An ability to prioritize and manage expectations. • An ability to work independently. • An ability to communicate articulately and efficiently with other people within the company. • Ability to understand product concepts & skilled to articulate. • Sound marketing & clientele mapping Skills.

 **Registered Office:**
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