



JOB DESCRIPTION FOR DA-ALLGREEN SEEDS' SALES AND MARKETING LEAD

Sales and Marketing Lead

The Sales and Marketing Lead has the responsibility to manage the marketing and sales team, set sales targets and objectives, track sales progress, and oversee all sales and marketing activities.

Duties and Responsibilities

The sales and marketing Lead will:

- ❖ Develop strategic and tactical approaches to meeting set objectives.
- ❖ Lead the sales and marketing department team and engage with high profile customers.
- ❖ Facilitate partnership development with customers such as farmer associations, yam processors and wholesalers.
- ❖ Oversee public relations activities.
- ❖ Schedule and assign responsibilities to the members of the marketing team.
- ❖ Supervise the activities of the marketing and sales team.
- ❖ Compile and report sales performance to the senior management team.

Skills

- ❖ Excellent communication skills.
- ❖ Excellent leadership skills.
- ❖ Excellent Microsoft Application skills.
- ❖ Excellent time management skills.
- ❖ Strong problem-solving skills.

Qualifications

- ❖ Project Management Certification such as PMP, Prince II.
- ❖ Certifications and professional training on agronomy and marketing.
- ❖ Deep understanding of good agronomic practices and agricultural product marketing.

Educational and Experience Requirement

- ❖ Bachelor's degree in Agriculture or Public Relations or Marketing or related courses.
- ❖ Master's degree in Agricultural Extension or Agricultural Marketing or related course will be an added advantage.
- ❖ Over 7 years related work experience in agricultural product marketing with deep knowledge of the agriculture sector.

Type of Employment: Full time

Location: Kaduna state with frequent travel to other locations across Nigeria as will be required.

Start: The Sales and Marketing Lead is expected to start in January 2021.

How to Apply

Submit CV and application letter to yakubatar@gmail.com