

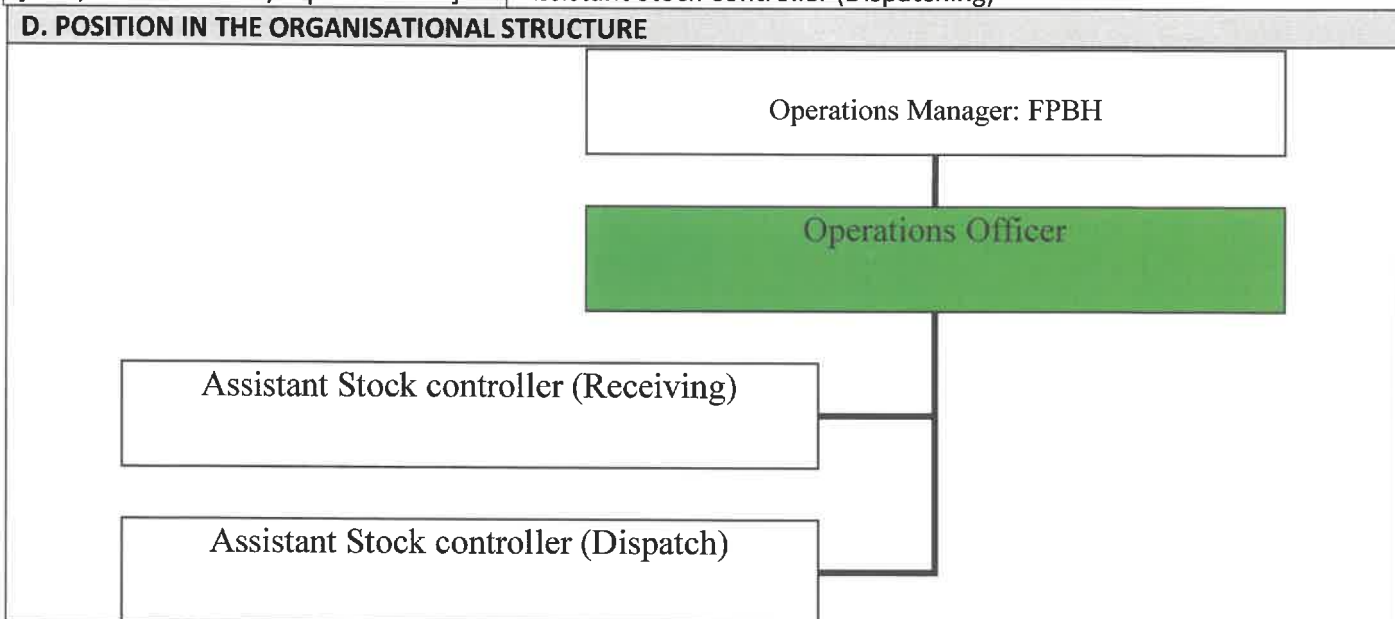


JOB PROFILE

A. POSITION INFORMATION	
Job Title	OPERATIONS OFFICER
Department	Operations
Division / Unit	Fresh Produce Business Hubs
Duty Station	
Reports to Position	Operations Manager FPBH
Number of Direct Reports	Two (2)
Job Description Completion Date	March 2025
PATERSON GRADING OUTCOME	C2

B. PRIMARY PURPOSE OF THE JOB
The Operations Officer will have day to day responsibility for delivering the agribusiness project aiming to create market opportunities for AMTA. The incumbent will be largely responsible for overseeing development of product supply chains and linkages between farmers, the Hubs and the market place. The incumbent should support and assist AMTA in promoting and marketing AMTA's services and products and assist with the implementation of AMTA's policies and strategies. Business development (client acquisition) and client contract negotiation, logically framing project design, and implementing client-driven and results-oriented activities within the project timeframe and budget are other key objectives.

C. ORGANISATIONAL STRUCTURE	
Incumbent's Superior (1 Level)	Operations Manager FPBH
Incumbent's Job title	Operations Officer
Incumbent's Subordinates (Level 1) [Title/-s and Number/-s per Position]	Assistant Stock Controller (Receiving) Assistant Stock Controller (Dispatching)



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E. JOB SPECIFICATIONS	
Minimum Academic Qualification	A Bachelor's degree in Food Science, Agricultural Science, or Business Administration or related field
NQF Level (1-10)	NQF Level 7
Minimum Experience Required	Indicate number of years in relevant categories hereunder: Indicate highest level of experience.
Executive / Senior Management	
Middle Management	
Supervisory	
Training	
Specific Industry / Area of Expertise (Indicate Area and Years)	- At least four (4) years marketing experience in similar position or related field - Knowledge of Agricultural sector will be an added advantage - Excellent negotiation skills - A pro-active self-starter who can operate both individually and as part of a team - Outstanding needs analysis, positioning, business justification and closing skills - Superior presentation and excellent oral and written communication skills - Exceptional sale, marketing, costing, customer service and decision making skills
General Work	Type of Experience: - Demonstrated ability to motivate production and cooperation of producers and industry. - Excellent interpersonal, oral and written communication skills. - Highly organised and systematic, with excellent operation planning and marketing skills. - Results-oriented and focused. - Ability to supervise staff and - Refined problem-solving and analytical skills and the ability to establish and adjust current and emerging priorities.
Legal / Professional Requirements / Licenses	Driver's License.

F. CORE COMPETENCIES		
Knowledge	Skills	Behaviour
Knowledge of standard pricing method, trading systems, inventory control systems and procedures to include establishing stock levels based on past usage, identifying and location of stock,	Ability to analyse and evaluate situations and information and determine the most appropriate course of action to include determining where to research the problem, conducting the research to determine the reason for the problem, and using the	

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Knowledge of AMTA policies and procedures pertaining to the receiving, issuing and storing of supplies and equipment as needed to maintain adequate stock levels.	Ability to use resources (human and physical) appropriately for events, programs as needed to ensure that proper amount of personnel, equipment, and other resources are available during events.	
Knowledge of fresh produce handling and storage	Ability to use non-verbal language during oral interactions as needed to ensure that non-verbal language is consistent with verbal message.	
Knowledge of Agronomy, Finance, Quality and standards	Ability to organise thoughts before speaking as needed to ensure that the message being communicated is clearly under-stood.	
Knowledge of agronomy production and milling dynamics in Namibia	Ability to carry out pricing and costing of agricultural commodities	
Knowledge of marketing, public information and promotional techniques used in product marketing	Ability to negotiate Prices and deals with customers and retailers	
Knowledge of various communication media such as television, radio, newspapers, social media platforms and the internet as needed to determine the most appropriate outlet for the organization's promotional strategies	Understanding of milling business disciplines	
Knowledge of professional marketing methods, principles and techniques as needed to develop effective fresh produce marketing strategies for the division	Ability to analyse information facts to determine the action needed to resolve the problem or prevent conflicts	
	Ability to plan, organize, implement and direct educational and promotional activities, as well as special events.	
	Ability to use time efficiently as needed to ensure that tasks are completed in timely manner and that deadlines are met	
	Ability to Maintain Professional attitude always	

G. PRIMARY FACTORS OF POSITION	
Working Conditions.	Indicate % hereunder - to add up to 100%
• Office	20%
• Technical Workshop	
• Classroom	
• Travelling / Field Work	80%
• Other (Specify)	

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Degree of Supervision Required (autonomy).	Indicate official reporting to direct supervisor hereunder. Select only one and indicate with [X].
• Daily	
• Weekly	
• Monthly	100%
• Quarterly	
Work Pressure to Make Decisions.	Indicate pressure to make independent decisions, without reference to a supervisor, under normal conditions. Select only one and indicate with [X].
• Low (<30% in KPA's)	
• Medium (30-60% KPA's)	
• High (>60% in KPA's)	x
Forward Planning Required to execute KPA's.	Select only one and indicate with [X]. However, if more than one is applicable, indicate % forward planning for each relevant category; to add up to 100%.
• Daily	80%
• Weekly	20%
• Monthly	
• Quarterly/Annually	
• 3-5 Years Ahead	0%
Relevant Decision Making of Position.	Indicate % next to each level. Provide examples.
• Strategic Decision Making.	
• Operational Decision Making.	50%
• Routine Decision Making.	50%

H. Key Performance Areas	Critical Tasks	Key Performance Indicators
1. Stimulation of Crop production.	i. To collect all relevant horticulture production data. ii. Make local production forecast of fresh fruit and vegetables. iii. Keep detailed actual forecasted statistics of locally produced fresh produce. iv. Cluster producers into production units for logistics. v. Implementing the cropping program with farmers vi. Facilitating Contracts between suppliers and buyers in terms of contractual obligations to be met vii. Monitor the cropping programmes and give technical support to all contracted producers viii. Assist the Regional Operations Manager to communicate with traders (Retailers, Wholesalers including OMAS) with regards to the availability of fresh produce at the Hub. ix. Conduct on-site spot checks to production areas, facilities and farms. x. On-farm quality control assessment of fresh produce	Inspections Stock Control Stock/goods coding



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H. Key Performance Areas	Critical Tasks	Key Performance Indicators
	xi. Linking famers with AMTA Hubs xii. Conducting farmers Training needs assessment and facilitate training xiii. Negotiating prices with farmers as per quality and market situations xiv. Linking with Logistics department on transportation of produce from farms to markets xv. Linking up with hub finance department in regards to farmers payments xvi. Make recommendations to improve the production and marketing as well as importation of horticultural crops. xvii. Assist in the development and interpretation of the production plan and production cost of horticultural crops in Namibia - xviii. Ensure economic success of the hub's operation and able to direct the processes to ensure efficiency. xix. Ensure that sufficient fresh produce is always available for operations to flow smoothly and satisfy clients. xx. Accurate stock control of all products in the hub. xxi. Ensure compliance with safety, record keeping, inventory management, and sanitation and quality performance requirements. xxii. Implement set standards and quality control systems designed to ensure continuous maintenance of quality control, quality assurance, ISO standards and food safety management systems - xxiii. Ensure compliance with the identified codes and regulations as well as set up preventative measures that may halt operations. xxiv. Ensure that conformity to all necessary standards relating to food safety, occupational health and safety and employee wellness and other statutory regulations are met. xxv. Conduct inspection, testing, sorting, sampling, or weighs raw or processed products for defects, wear, and deviations from specifications to maintain the standards of all products in the hub in order to meet national standards and market specifications. xxvi. Ensure that all safety procedures are adhered to all times	
2. Product Sales and Marketing	i. Maximizes awareness of AMTA services and products; and extend company profile via radio, newspapers, TVs, stakeholders meetings, trade fairs, etc. ii. Maintains and develop positive relationships with all	



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H. Key Performance Areas	Critical Tasks	Key Performance Indicators
	farmers and traders to help achieve throughput targets. iii. Organizes and manages specific marketing campaigns and promotional events from conception through to completion. Coordinate the sales and marketing of products with relevant units iv. Supports the overall marketing objectives of company both externally and internally. v. Assists with the implementation of the marketing strategy with specific objectives and target. vi. Prepares a comprehensive budget for envisioned marketing activities to enable effective budgetary control of specific areas of activity. vii. Liaises with external and internal suppliers, assisting in commissioning and delivery of marketing material. viii. Advises AMTA on international, national, and local factors that affect the purchasing and marketing of agronomic produce. ix. Builds capacity of suppliers to understand the marketing concept of their products and the impact of the AMTA marketing strategy. x. Facilitates the contracts between the suppliers, AMTA and the buyers in terms of contractual obligations. xi. Coordinate street selling. xii. Advise on the market-led procurement of fresh produce	
3. Hub Operations & Stock Management	i. Works with buyers and suppliers on agreeing and creating the daily, weekly, promotional and seasonal stock plans ii. Tracks orders, deliveries and resolving and communicating any day to day operational issues with suppliers and service pro-viders iii. Manage and Compiles inter alia weekly related activity report of stock received and sold iv. Manage and supervise the activities of Admin Assistants, floor staff as well as associated personnel to ensure efficacy and re-duce risks v. Ensures quality compliance of fresh produce. vi. Maintains throughput data of fresh produce. vii. Ensures effective implementation of hub SOPs viii. Maintains clientele contract management ix. Submit weekly, monthly, quarterly and annual report to the operations manager	inventory Marking and Tagging Receiving of goods Stock/goods coding Stock Control
4.Stakeholders	i. Takes responsibility for specific campaigns as agreed with the relevant departments i.e. venue specific	



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H. Key Performance Areas	Critical Tasks	Key Performance Indicators
Engagement	- campaigns and marketing and promotion events. ii. Ensures that all printed promotional material is distributed effectively throughout suppliers, buyers and agents, which includes posters and leaflets. iii. Maintains positive relationships with suppliers, buyers, and other stakeholders and media partners. iv. Undertakes any reasonable tasks and duties at the request of other departments or as the operations might dictates. v. Ensures that company management guidelines and policies are followed by all staff members vi. Reports on campaigns to ensure effective departmental communications. vii. Attends functions and other events as required out of normal office hours.	
5.Team Development	i. Staff management ii. Manage and supervise Assistant Operations Officer, Produce Acquisition, Stock Controller, Forklift drivers and Labourers as well as associated personnel to ensure efficiency and reduce risks iii. Delegate tasks and responsibilities to them team members iv. Ensure staff members are provided with applicable trainings and support required v. Monitor and evaluate the performance of the team members. This includes setting goals, providing feedback, and identifying areas for improvement. vi. Manage conflict and resolve problems within the team. This includes identifying the source of the conflict, mediating between the parties involved, and finding a mutually agreeable solution. vii. managing conflict and resolving problems within their team. This includes identifying the source of the conflict, mediating between the parties involved, and finding a mutually agreeable solution.	

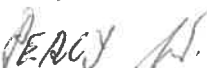
I. DEGREE OF SUPERVISION AND WORK CLASSIFICATION:

This position is responsible for initiating activities and/or working cooperatively with traders and producers to increase sales to support the Hub operations. Additionally, this position is responsible for oversight of the production related resources and operations, staff and advisory boards. Also performs operational duties by studying production and marketing records and making corrections or suggestions for improvements, carry out Hub operations, offering advice on operations, identifying producer training requirements, collate data, preparing reports and providing information required by management, farmers, the public and other agencies.

II. CAREER PROGRESSION PLAN



JOB PROFILE

H. Key Performance Areas	Critical Tasks		Key Performance Indicators	
i.				
I. JOB DESCRIPTION SIGN-OFF				
NAME		SIGNATURE		DATE
Incumbent		Incumbent		
Supervisor		Supervisor		
Approved By:	 	AD Interim MD		

Job Description Disclaimer: The statements included in this document are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all personnel so classified.

Agro Marketing and Trade Agency
OFFICE OF THE MANAGING DIRECTOR

2025-07-07

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