

# CEO (Chief Executive Officer) – Farmer Producer Organization (FPO)

**Job Title:** CEO (Chief Executive Officer) – Farmer Producer Organization (FPO)

**Location:** For FPO's in 15 Blocks Viz, Athiyannur- Trivandrum, Oachira - Kollam, Chavara - Kollam, Pampakkuda- Ernakulam, Kothamangalam-Ernakulam, Palakkad-Palakkad, Vengara - Malappuram, Thirurangadi- Malappuram, Arecode - Malappuram, Perumpadappu - Malappuram, Tuneri- Kozhikkode, Thodannur - Kozhikkode, Payyannur - Kannur, Parappa - Kasaragod, Kasaragod - Kasaragod.

**Reporting to:** Project Coordinator - Marketfed.

**Vacancy no:** 1 each

**Job Type:** Full Time - Contract Basis.

## Overview

Above Mentioned Farmer Producer and Marketing Cooperative Society Ltd no.... has been registered in the year 2024 & 2025 focusing on farmer's empowerment by reducing the cost of farming and ensuring better market for their products. In addition to this, the society is also focussing on health, education, and environmental sustainability.

The CEO of the Farmer Producer Organization (FPO) will oversee the project's overall operational and strategic administration. A visionary leader who can propel sustainable agriculture practices, improve the value proposition for member farmers, and cultivate an innovative and growth-oriented culture is required for the role.

## Key Responsibilities:

### Strategic Leadership

- Develop and implement the FPO's strategic plan in alignment with the mission and vision of the organization.
- Identify and explore new business opportunities to diversify revenue streams and enhance profitability.
- Promote sustainable agricultural practices and innovation.
- Identifying the risk factors and mitigation, along with ensuring continuity in the business, is one of the most important responsibilities of the CEO in the community

### Operational Management

- Oversee day-to-day operations ensuring efficiency, quality, service, and cost-effective management of resources.
- Implement operational policies, objectives, and initiatives to ensure the achievement of short and long-term goals.
- Ensure compliance with all statutory and regulatory requirements.

### **Financial Management**

- Develop and manage the annual budget in coordination with the finance team.
- Monitor financial performance and implement corrective actions as necessary to achieve financial targets.
- Secure funding and manage relationships with financial institutions, donors, and other stakeholders.

### **Member Engagement and Development**

- Foster strong relationships with member farmers and ensure their active participation and engagement.
- Organize training and development programs to build the capacity of member farmers.
- Address member concerns and ensure their satisfaction.

### **Market Development**

- Develop and execute marketing and sales strategies to increase the market presence and sales of FPO products.
- Build and maintain relationships with key customers, partners, and stakeholders.
- Explore new markets and channels for the organization's products.

### **Human Resource Management**

- Lead, mentor, and motivate the management team and staff to achieve organizational goals.
- Foster a culture of teamwork, innovation, and continuous improvement.
- Oversee recruitment, performance management, and professional development of staff.

### **Governance and Reporting**

- Work closely with the Board of Directors to ensure good governance practices.
- Prepare and present regular reports to the Board on operational, financial, and strategic performance.
- Ensure transparency and accountability in all organizational activities.

### **Qualifications**

- Bachelor's degree in Agriculture, Business Administration, Management, or a related field. Master's degree preferred.
- Minimum of 2 years of experience in a leadership role, preferably within the agricultural sector or a related industry in FPO
- Proven track record of strategic leadership and operational excellence.

- Strong financial acumen and experience in managing budgets and financial performance.
- Excellent communication, negotiation, and interpersonal skills
- Ability to work effectively with a diverse group of stakeholders including farmers, government agencies, financial institutions, and market players.
- Knowledge of sustainable agricultural practices and market dynamics.
- Strong problem-solving and decision-making abilities.

### **Key Competencies**

- Visionary Leadership
- Strategic Thinking
- Financial Acumen
- Operational Excellence
- Stakeholder Management
- Innovation and Change Management
- Strong Ethical Standard
- Commitment to Sustainable Agriculture

### **Compensation**

- Salary within a range of 25k to 30k per month (salary negotiable based on experience) and travel allowance will be paid extra.

### **Application Process**

- Applicants should send their resumes and cover letters to Email-[marketfedcbbo@gmail.com](mailto:marketfedcbbo@gmail.com) by February 28<sup>th</sup> , 2025, with a description of their expertise and experience.
-