



NATIONAL OCCUPATIONAL STANDARD FOR AGRICULTURAL MARKETING OFFICER

NOS.AMO.01
FIRST EDITION

APPROVING AUTHORITY

This National Occupational Standard has been prepared and published under the authority of the Zambia Qualifications Authority Board on 19th May 2022.

ZAMBIA QUALIFICATIONS AUTHORITY

The Zambia Qualifications Authority Act No. 13 of 2011 was enacted by the Government of the Republic of Zambia to ***“provide for the development and implementation of a national qualifications framework; establish the Zambia Qualifications Authority; provide measures to ensure that standards and registered qualifications are internationally comparable; and provide for matters connected with, or incidental to the foregoing”***. Among other functions, ZAQA is responsible for ***determining national standards for any occupation***, through various sector specific National Occupational Standards Development Teams (NOSDTs).

REVISION OF NATIONAL OCCUPATIONAL STANDARDS

National Occupational Standards shall be revised after every **5 years**, or whenever necessary, by the issue of either amendments or of revised editions. It is important that users of National Occupational Standards (NOS) ascertain that they are in possession of the latest amendments or editions.

NOS DEVELOPMENT TEAM RESPONSIBLE

This National Occupational Standard was prepared by the Agriculture National Occupational Standards Development Team, upon which the following organisations were represented:

1. Agricultural Institution of Zambia (AIZ)
2. Aquaculture Development Association of Zambia
3. CropLife Zambia
4. Ministry of Fisheries and Livestock (Department of Fisheries)
5. Golden Valley Agricultural Research Trust (GART)
6. Katete College of Agricultural Marketing
7. Ministry of Agriculture (Department of Agriculture)
8. Mulungushi University (MU)
9. Natural Resources Development College (NRDC)
10. University of Zambia (UNZA)
11. Veterinary Council of Zambia
12. Zambia Agriculture Research Institute (ZARI)
13. Zambia National Farmers Union (ZNFU)
14. Zambia Seed Trade Association (ZASTA)

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TABLE OF CONTENTS

FOREWORD	iv
JUSTIFICATION	iv
ACRONYMS AND ABBREVIATIONS	v
GLOSSARY OF TERMS	vi
1. OVERVIEW	1
2. SCOPE	2
3. PERSONAL ATTRIBUTES (VALUES, ETHICS AND ATTITUDES)	2
4. UNITS AND ELEMENTS	2
5. EQUIPMENT, TOOLS AND CONSUMABLE MATERIALS	16
6. DILEMMAS/CHALLENGES AND COMPLEXITIES FOR A JOB HOLDER	16
7. WORKING CONDITIONS/ENVIRONMENT	16
8. PARTIES INVOLVED/INTERACTING WITH THE JOB HOLDER OR TRAINEE	16
9. PHYSICAL DEMANDS ON THE BODY	17
ANNEX A	18
ANNEX B	19

FOREWORD

The Zambia Qualifications Authority (ZAQA) is a statutory body under the Ministry of Education established by ZAQA Act No. 13 of 2011 to “**provide for the development and implementation of a national qualifications framework; provide measures to ensure that standards and registered qualifications are internationally comparable; and provide for matters connected with, or incidental to the foregoing**”.

Among other functions, ZAQA is responsible for “**determining national standards for any occupation**”, through various sector specific National Occupational Standards Development Teams (NOSDTs) of experts composed of representation from appropriate authorities, government departments, industry, academia, regulators, consumer associations and non-governmental organizations, etc.

This National Occupational Standard (NOS) has been developed by the Agriculture National Occupational Standards Development Team in accordance with the procedures and guidelines of ZAQA. All users should ensure that they have the latest edition of this publication as National Occupational Standards are revised from time to time.

This NOS shall be used by, among others, industry, employers, quality assurance bodies, awarding and professional bodies and education and training institutions, as a benchmark to identify training needs, develop job profiles/descriptions, develop curricula and learning programmes, in various sectors where the occupation exists.

JUSTIFICATION

The Agricultural Marketing Officer provides critical information and data for informed decision-making by the organization for the efficient production, effective distribution, and exchange of agricultural goods. This ensures that what has been produced is acceptable and readily taken by the end users.

ACRONYMS AND ABBREVIATIONS

AMO	Agricultural Marketing Officer
CS	Core Skill
NOS	National Occupational Standard
NOSDT	National Occupational Standards Development Team
OK	Organizational Knowledge
PC	Performance Criteria
PS	Professional Skill
RK	Regulatory Knowledge
RPL	Recognition of Prior Learning
TK	Technical Knowledge
ZAQA	Zambia Qualifications Authority
ZQF	Zambia Qualifications Framework

GLOSSARY OF TERMS

For the purposes of this NOS, the following terms and definitions shall apply:

Core Skills/Generic Skills: are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the NOS, these include communication related skills that are applicable to most job roles.

Function: is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of NOS.

Job Title: defines a unique set of functions that together form a unique employment opportunity in an organisation.

Knowledge and Understanding: are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

National Occupational Standards (NOS): are statements of the standards of performance individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding. They are precise descriptions of what an individual is expected to be able to do in his/her work role.

National Occupational Standards (NOS) Code: is a unique reference code that identifies a NOS.

National Occupational Standards Development Team (NOSDT): means an established group of national stakeholders/experts responsible for the development of National Occupational Standards within a specific economic sector or occupation.

Occupation: is a set of job roles, which perform similar/related set of functions in an industry.

Organisational Context: includes the way the organisation is structured and how it operates, including the extent of operative knowledge that managers have in their relevant areas of responsibility.

Performance Criteria: are statements that together specify the standard of performance required when carrying out a task.

Scope: is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.

Sector: is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.

Sub Sector: is derived from a further breakdown based on the characteristics and interests of its components.

Technical Knowledge: is the specific knowledge needed to accomplish specific designated responsibilities.

Unit Title: gives a clear overall statement about what the incumbent should be able to do.

1. OVERVIEW

This is an introductory section providing a summary and specific information or commentary about the content of the NOS and the targeted sector and occupation to help the user judge whether it is relevant to them.

NOS Code	NOS. AMO.01
Occupation	Agricultural Marketing Officer
Job Title	Agricultural Marketing Officer (AMO)
Job Description	The AMO works to manage and supervise the marketing information, the agricultural trade promotion and agricultural finance support, marketing infrastructure and requirements and oversees the marketing research activities.
Job Purpose	To undertake and supervise the development and implementation of agricultural marketing systems to develop sustainable domestic and foreign market strategies for agricultural commodities and products
ZQF Level	7
Sector	Agriculture
Sub sector	Agricultural Marketing
Other Economic Sector(s) in which the Occupation is Practiced	<ul style="list-style-type: none"> • Manufacturing • Banking and Finance • Transport/Distribution and Retail Sectors
Other Similar Jobs that can be performed by an Agricultural Marketing Officer	<ul style="list-style-type: none"> • Project Manager • Financial Institution Relationship Manager • Monitoring and Evaluation officer • Sales agent • Agribusiness Officer
Minimum Educational Job Entry Qualification(s)	Degree in Marketing
Practicing License Requirements (if any)	Zambia Institute of Marketing
Training/RPL	<ul style="list-style-type: none"> • Basic understanding on crop/animal production, post-harvest management including food processing and value addition.
Minimum Job Entry Age	21 years
Prior Experience	3 years' experience in marketing or sales
Performance Criteria	As described in the Units under Section 4

2. SCOPE

This National Occupational Standard specifies the fundamental knowledge and understanding, skills and competences that an Agricultural Marketing Officer must possess to be successful in his/her job role. It is applicable to Agricultural Marketing Officers working in public or private organizations or self-employed.

3. PERSONAL ATTRIBUTES (VALUES, ETHICS AND ATTITUDES)

This job requires an individual to possess:

- Data analysis skills
- Analytical skills
- Mathematics skills
- Integrity and respect for confidentiality
- Interpersonal skills
- Commercial Awareness
- Attention to details
- Ability to communicate effectively and clearly
- Self-motivated and team worker
- Ability to plan and prioritize,
- Quality consciousness

4. UNITS AND ELEMENTS

This National Occupational Standard is divided into 5 Units representing the tasks that a job holder should undertake in his/her day-to-day work. Each unit is further broken down into elements depicting the number of activities to be carried out for the successful execution of a particular task.

UNIT 1 [This unit is about marketing information].

Unit No.	01
Unit Title	Marketing Information
Description	This unit is about the timely collection, collation, and dissemination of market information to facilitate informed decision making by the company
Scope	This unit covers the following: <ul style="list-style-type: none"> • Data capture • Data processing • Data and information retrieval and dissemination
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria (PC)
Data Capture	To be competent, the individual must be able to: PC1: Undertake the collection and collation of data and information on clients, customers or target entities utilizing appropriate data and information collection tools and methods
Data Processing	To be competent, the individual must be able to: PC2: Analyse various data inputs into meaningful information for informed decision making PC3: Interpret various data inputs into meaningful information for informed decision making PC4: Translate various data inputs into meaningful information for informed decision making
Data and Information Retrieval and Dissemination	To be competent, the individual must be able to: PC5: Store and retrieve data for current or future reference PC6: Timely disseminate information and/or data to appropriate resource persons PC7: Distinguish between confidential information and that which is for public and general consumption
Knowledge and Understanding (K)	
A. Organisation-al Context (Knowledge of the company/ organisation and its processes)	The individual on the job must demonstrate knowledge and understanding of: OK1. Relevant legislation, standards, policies, and procedures relevant to work OK2. Relevant health and safety requirements applicable in the work environment OK3. Who to approach for support to obtain work related information, clarifications, and support OK4. Importance of following health, hygiene, safety, and quality standards and the impact of not following the standards on consumers and the business OK5. Documentation and related procedures applicable in the context of work
B. Technical Knowledge	The individual on the job must demonstrate knowledge and understanding of:

	<p>TK1. Basic computer skills TK2: Use of IT statistical and analytical tools TK3: Company policies on delivery standards, and personnel management TK4. Quality standards set by the organisation TK5. Reporting structure of the organisation TK6. Methods and ways to reach out to farmers and clients to assess market related needs both on the input and output aspects TK7. Feasibility study to carry out action plans working with the other departments such as research and development, monitoring and evaluation, etc. TK8. Various scientific methods, tools, and technologies in agricultural marketing operations TK9. Latest technological developments in marketing that have the potential to increase resource use efficiency</p>
C. Regulatory context (Knowledge of Rules and Regulations)	<p>The individual on the job must demonstrate knowledge and understanding of: RK1. Regulatory requirements on marketing and agribusiness</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The individual on the job must be able to: CS1. Write in English and give simple concise Instructions.
	Reading Skills
	The individual on the job must be able to: CS2. Read and interpret manuals, marketing information bulletins, academic journal, memos, other company documents. CS3. Read from both e-books and hard copy books.
B. Professional Skills	Oral Communication (Listening and Speaking skills)
	The individual on the job must be able to: CS4. Express statements or information clearly so that others can hear and understand. CS5. Participate in and understand the main points of simple discussions. CS6. Respond appropriately to any queries. CS7. Identify barriers to communication and adopt ways to overcome these barriers so as to communicate effectively
	Decision Making
	The individual on the job must be able to: PS1. Follow organization rule-based decision-making process. PS2. Take decision with systematic course of actions and/or response.
B. Professional Skills	Plan and organise
	The individual on the job must be able to: PS3. Plan and organise work schedules to meet deadlines. PS4. Work constructively and collaboratively with others.

	Customer Centricity
	The individual on the job must be able to: PS5. Follow code of conduct. PS6. Manage relationships with customers with intent on satisfying its requirements for service delivery.
	Problem Solving and Decision Making
	The individual on the job must be able to: PS7. Recognize problems and search for solutions. PS8. Choose best methods to complete assigned tasks. PS9. Approach relevant authority when required. PS10. Judiciously use common sense in day-to-day activities
	Analytical Thinking
	The individual on the job must be able to: PS11. Apply domain knowledge, observations, and data to select course of action to perform marketing tasks
Critical Thinking	
The individual on the job must be able to: PS12. Critically evaluate information obtained from customers, supervisor, and co-workers to perform day to day activities. PS13. Ask relevant questions for better understanding.	

UNIT 2: [This unit is about Agricultural Trade Promotion].

Unit No.	02
Unit Title	Agricultural Trade Promotion
Description	Ensure the development and identification of trade promotion programmes to facilitate domestic and foreign agricultural trade
Scope	This unit covers the following: <ul style="list-style-type: none"> • Domestic and international market • Trade Promotion
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria (PC)
Domestic and international market	To be competent, the individual must be able to: PC1: Assess and proactively react to the domestic and international produce and commodity market forces and trends with potential to impact company productivity and sales
Trade Promotion	To be competent, the individual must be able to: PC2. Align company programmes to domestic and international agricultural promotions, trade fairs and exhibition events PC3. Plan and supervise for domestic and international agricultural promotions, trade fairs and exhibition events
Knowledge and Understanding (K)	

A. Organisation-al Context (Knowledge of the company/ organisation and its processes)	<p>The individual on the job must demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> OK1. Relevant legislation, standards, policies, and procedures relevant to work OK2. Relevant health and safety requirements applicable in the work environment OK3. Who to approach for support to obtain work related information, clarifications, and support OK4. Importance of following health, hygiene, safety, and quality standards and the impact of not following the standards on consumers and the business OK5. Documentation and related procedures applicable in the context of work
B. Technical Knowledge	<p>The individual on the job must demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> TK1. Domestic and international trade TK2: Company policies on delivery standards, and personnel management TK3. Quality standards set by the organisation TK4. The reporting structure of the organisation TK5. Methods and ways to reach out to farmers and clients to assess market-related needs both on the input and output aspects TK6. Various scientific methods, tools, and technologies in agricultural marketing operations TK7. Latest technological developments in marketing that have the potential to increase resource use efficiency
C. Regulatory context (Knowledge of Rules and Regulations)	<p>The individual on the job must demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> RK1. Regulatory requirements on marketing and agribusiness
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The individual on the job must be able to:</p> <ul style="list-style-type: none"> CS1. Write in English and give simple concise instructions.
	Reading Skills
	<p>The individual on the job must be able to:</p> <ul style="list-style-type: none"> CS2. Read and interpret manuals, marketing information bulletins, academic journal, memos, other company documents. CS3. Read from both e-books and hard copy books.
	Oral Communication (Listening and Speaking skills)
<p>The individual on the job must be able to:</p> <ul style="list-style-type: none"> CS4. Express statements or information clearly so that others can hear and understand. CS5. Participate in and understand the main points of simple discussions. CS6. Respond appropriately to any queries. 	

	CS7. Identify barriers to communication and adopt ways to overcome these barriers so as to communicate effectively
B. Professional Skills	Decision Making
	The individual on the job must be able to: PS1. Follow organization rule-based decision-making process. PS2. Take decision with systematic course of actions and/or response.
	Plan and organise
	The individual on the job must be able to: PS3. Plan and organise work to meet deadlines. PS4. Work constructively and collaboratively with others.
	Customer Centricity
	The individual on the job must be able to: PS5. Follow the code of conduct. PS6. Manage relationships with customers with the intent of satisfying its requirements for service delivery.
	Problem Solving and Decision Making
	The individual on the job must be able to: PS7. Recognize problems and search for solutions. PS8. Choose best methods to complete assigned tasks. PS9. Approach relevant authority when required. PS10. Judiciously use common sense in day-to-day activities
	Analytical Thinking
	The individual on the job must be able to: PS11. Apply domain knowledge, observations, and data to select course of action to perform marketing tasks
Critical Thinking	
The individual on the job must be able to: PS12. Critically evaluate information obtained from customers, supervisor, and co-workers to perform day to day activities. PS13. Ask relevant questions for better understanding.	

UNIT 3 [This unit is about Agricultural Finance Support].

Unit No.	03
Unit Title	Agricultural Finance Support
Description	Effectively coordinate the development and implementation of sustainable financing and credit to avail resources for agribusiness and marketing programmes
Scope	This unit covers the following: <ul style="list-style-type: none"> • Basic financial management principles • Credit and finance • Resource mobilization
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria (PC)
Basic financial management principles	To be competent, the individual must be able to: <ul style="list-style-type: none"> PC1: Organise data and information relating to market forces and market trends for informed decision making in the input procurement and production process. PC2: Coordinate the implementation of marketing programmes within the allocated budgets PC3: Ensure effective and timely allocation of resources to meet programme deadlines
Credit and finance	To be competent, the individual must be able to: <ul style="list-style-type: none"> PC4: Provide market forecast to effectively react to fluctuations in commodity and produce prices PC5: Provide prudent budgetary requirements for marketing programmes
Resource mobilization	To be competent, the individual must be able to: <ul style="list-style-type: none"> PC6: Mobilise resources required to implement marketing programmes
Knowledge and Understanding (K)	
A. Organisation-al Context (Knowledge of the company/ organisation and its processes)	The individual on the job must demonstrate knowledge and understanding of: <ul style="list-style-type: none"> OK1. Relevant legislation, standards, policies, and procedures relevant to work OK2. Relevant health and safety requirements applicable in the work environment OK3. Who to approach for support to obtain work related information, clarifications, and support OK4. Importance of following health, hygiene, safety, and quality standards and the impact of not following the standards on consumers and the business OK5. Documentation and related procedures applicable in the context of work
B. Technical Knowledge	The individual on the job must demonstrate knowledge and understanding of: <ul style="list-style-type: none"> TK1. Agribusiness TK2: Company policies on delivery standards, and personnel management TK3. Quality standards set by the organisation

	<p>TK4. Reporting structure of the organisation</p> <p>TK5. Methods and ways to reach out to farmers and clients to assess market-related needs both on the input and output aspects</p> <p>TK6. Feasibility to carry out action plans working with the other departments such as research and development, monitoring and evaluation, etc.</p> <p>TK7. Various scientific methods, tools, and technologies in agricultural marketing operations</p> <p>TK8. Latest technological developments in marketing that have the potential to increase resource use efficiency</p>
C. Regulatory context (Knowledge of Rules and Regulations)	<p>The individual on the job must demonstrate knowledge and understanding of:</p> <p>RK1. Regulatory requirements in marketing and agribusiness</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The individual on the job must be able to: CS1. Write in English and give simple concise instructions.
	Reading Skills
	The individual on the job must be able to: CS2. Read and interpret manuals, marketing information bulletins, academic journals, memos, other company documents. CS3. Read from both e-books and hard copy books.
	Oral Communication (Listening and Speaking skills)
	The individual on the job must be able to : CS4. Express statements or information clearly so that others can hear and understand. CS5. Participate in and understand the main points of simple discussions. CS6. Respond appropriately to any queries. CS7. Identify barriers to communication and adopt ways to overcome these barriers so as to communicate effectively
	B. Professional Skills
Decision Making	
The individual on the job must be able to: PS1. Follow organization rule-based decision-making process. PS2. Take decision with systematic course of actions and/or response.	
Plan and organise	
The individual on the job must be able to: PS3. Plan and organise work to meet deadlines. PS4. Work constructively and collaboratively with others.	
Customer Centricity	
The individual on the job must be able to: PS5. Follow code of conduct. PS6. Manage relationships with customers with intent on satisfying its requirements for service delivery.	

	Problem Solving and Decision Making
	The individual on the job must be able to: PS7. Recognize problems and search for solutions. PS8. Choose the best methods to complete assigned tasks. PS9. Approach relevant authority when required. PS10. Judiciously use common sense in day-to-day activities
	Analytical Thinking
	The individual on the job must be able to: PS11. Apply domain knowledge, observations, and data to select the course of action to perform marketing tasks
	Critical Thinking
	The individual on the job must be able to: PS12. Critically evaluate information obtained from customers, supervisor, and co-workers to perform day to day activities. PS13. Ask relevant questions for better understanding.

UNIT 4 [This unit is about marketing infrastructure]

Unit No.	04
Unit Title	Marketing Infrastructure
Description	Coordinate timely the identification of marketing infrastructural development needs and facilitate the rehabilitation and construction of marketing infrastructure to improve market access
Scope	This unit covers the following: <ul style="list-style-type: none"> Marketing infrastructure planning Events management skills
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria (PC)
Marketing infrastructure planning	To be competent, the individual must be able to: PC1: Identify infrastructural requirements for marketing activities such as exhibitions, trade fairs, field demonstrations, selling outlets, etc. PC2: Design and manage publications such as on brochures, magazines, flyers, etc with marketing and sales promotions, exhibitions, campaigns, field demonstrations, etc. PC3: Enhance the agricultural marketing infrastructure for better awareness to be created among the farmers and the clients
Events management skills	PC4: Contribute to the development plans for and assist the supervision of hosting of promotions, exhibitions, campaigns, field demonstrations, selling outlets, etc
Knowledge and Understanding (K)	

<p>A. Organisational Context (Knowledge of the company/ organisation and its processes)</p>	<p>The individual on the job must demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> OK1. Relevant legislation, standards, policies, and procedures relevant to work OK2. Relevant health and safety requirements applicable in the work environment OK3. Who to approach for support to obtain work related information, clarifications, and support OK4. Importance of following health, hygiene, safety, and quality standards and the impact of not following the standards on consumers and the business OK5. Documentation and related procedures applicable in the context of work
<p>B. Technical Knowledge</p>	<p>The individual on the job must demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> TK1. Company policies on delivery standards, and personnel management TK2. Quality standards set by the organisation TK3. Reporting structure of the organisation TK4. Methods and ways to reach out to farmers and clients to assess market related needs both on the input and output aspects TK5. Feasibility to carry out action plans working with the other departments such research and development, monitoring and evaluation, etc. TK6. Various scientific methods, tools, and technologies in agricultural marketing operations TK7. Latest technological developments in marketing that have the potential to increase resource use efficiency
<p>C. Regulatory context (Knowledge of Rules and Regulations)</p>	<p>The individual on the job must demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> RK1. Regulatory requirements on marketing and agribusiness
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p>
	<p>The individual on the job must be able to:</p> <ul style="list-style-type: none"> CS1. Write in English and give simple concise instructions.
	<p>Reading Skills</p>
	<p>The individual on the job must be able to:</p> <ul style="list-style-type: none"> CS2. Read and interpret manuals, marketing information bulletins, academic journal, memos, and other company documents. CS3. Read from both e-books and hard copy books.
	<p>Oral Communication (Listening and Speaking skills)</p>
<p>The individual on the job must be able to :</p> <ul style="list-style-type: none"> CS4. Express statements or information clearly so that others can hear and understand. CS5. Participate in and understand the main points of simple 	

	<p>discussions. CS6. Respond appropriately to any queries. CS7. Identify barriers to communication and adopt ways to overcome these barriers so as to communicate effectively</p>
B. Professional Skills	Decision Making
	<p>The individual on the job must be able to: PS1. Follow organisation rule-based decision-making process. PS2. Take decisions with a systematic course of action and/or response.</p>
	Plan and organise
	<p>The individual on the job must be able to: PS3. Plan and organise work to meet deadlines. PS4. Work constructively and collaboratively with others.</p>
	Customer Centricity
	<p>The individual on the job must be able to: PS5. Follow code of conduct. PS6. Manage relationships with customers with the intent of satisfying its requirements for service delivery.</p>
	Problem Solving and Decision Making
	<p>The individual on the job must be able to: PS7. Recognize problems and search for solutions. PS8. Select the best methods to complete assigned tasks. PS9. Approach relevant authority when required. PS10. Judiciously use common sense in day-to-day activities</p>
	Analytical Thinking
	<p>The individual on the job must be able to: PS11. Apply domain knowledge, observations, and data to select course of action to perform marketing tasks</p>
Critical Thinking	
<p>The individual on the job must be able to: PS12. Critically evaluate information obtained from customers, supervisor, and co-workers to perform day to day activities. PS13. Ask relevant questions for better understanding.</p>	

UNIT 5 [This unit is about marketing research].

Unit No.	05
Unit Title	Marketing Research
Description	Coordinate the marketing and research activities to generate information for informed decision making by the organization in terms in investment.
Scope	This unit covers the following: <ul style="list-style-type: none"> • Market research activities • Advise management on market trends and behaviours
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria (PC)
Market research activities	To be competent, the individual must be able to: PC1: Lead and chair market research meetings PC2: Supervise market research activities PC3: Update database on market information for marketing research purposes.
Advise management on market trends and behaviours	To be competent, the individual must be able to: PC4: Advise management and farmers on market trends for informed decision marketing PC5: Interpret market information from journals and other publication for use by management PC6: Provide information and knowledge to the farmers on future markets on adapting to the technology PC7: Develop the market linkage and business requirements of the farmer and agricultural stakeholders with new research findings
Knowledge and Understanding (K)	
A. Organisational Context (Knowledge of the company/ organisation and its processes)	The individual on the job must demonstrate knowledge and understanding of: <ul style="list-style-type: none"> OK1. Relevant legislation, standards, policies, and procedures relevant to work OK2. Relevant health and safety requirements applicable in the work environment OK3. Who to approach for support to obtain work related information, clarifications, and support OK4. Importance of following health, hygiene, safety, and quality standards and the impact of not following the standards on consumers and the business OK5. Documentation and related procedures applicable in the context of work
B. Technical Knowledge	The individual on the job must demonstrate knowledge and understanding of: <ul style="list-style-type: none"> TK1. Market research tools and methods TK2. Company policies on delivery standards, and personnel management TK3. Quality standards set by the organisation TK4. Reporting structure of the organisation

	<p>TK5. Methods and ways to reach out to farmers and clients to assess market-related needs both on the input and output aspects</p> <p>TK6. Feasibility to carry out action plans working with the other departments such as research and development, monitoring and evaluation, etc.</p> <p>TK7. Various scientific methods, tools, and technologies in agricultural marketing operations</p> <p>TK8. Latest technological developments in marketing that have the potential to increase resource use efficiency</p> <p>TK9. Current agricultural practices in the various disciplines of agriculture</p>
C. Regulatory context (Knowledge of Rules and Regulations)	<p>The individual on the job must demonstrate knowledge and understanding of:</p> <p>RK1. Regulatory requirements on marketing and agribusiness</p>
Skills (S)	
A. Core Skills/ Generic Skills	Writing Skills
	The individual on the job must be able to: CS1. write in English and give simple concise instructions.
	Reading Skills
	The individual on the job must be able to: CS2. Read and interpret manuals, marketing information bulletins, academic journal, memos, and other company documents. CS3. Read from both e-books and hard copy books.
	Oral Communication (Listening and Speaking skills)
	The individual on the job must be able to : CS4. Express statements or information clearly so that others can hear and understand. CS5. Participate in and understand the main points of simple discussions. CS6. Respond appropriately to any queries. CS7. Identify barriers to communication and adopt ways to overcome these barriers so as to communicate effectively
	B. Professional Skills
Decision Making	
The individual on the job must be able to: PS1. Follow organisation rule-based decision-making process. PS2. Take decisions with a systematic course of actions and/or response.	
Plan and organise	
The individual on the job must be able to: PS3. Plan and organise work to meet deadlines. PS4. Work constructively and collaboratively with others.	
Customer Centricity	
The individual on the job must be able to:	

	PS5. Follow the code of conduct. PS6. Manage relationships with customers with intent on satisfying its requirements for service delivery.
	Problem Solving and Decision Making
	The individual on the job must be able to: PS7. Recognize problems and search for solutions. PS8. Choose the best methods to complete assigned tasks. PS9. Approach relevant authority when required. PS10. Judiciously use common sense in day-to-day activities
	Analytical Thinking
	The individual on the job must be able to: PS11. Apply domain knowledge, observations, and data to select the course of action to perform marketing tasks
	Critical Thinking
The individual on the job must be able to: PS12. Critically evaluate information obtained from customers, supervisor, and co-workers to perform day to day activities. PS13. Ask relevant questions for better understanding.	

5. EQUIPMENT, TOOLS AND CONSUMABLE MATERIALS

These include, but not limited to; motor vehicle/motorcycle/bicycle, computer/laptop with internet connection, printer/s, note pads and pens, projector, markers, cardboards, flipchart/board,

6. DILEMMAS/CHALLENGES AND COMPLEXITIES FOR A JOB HOLDER

Dilemmas associated with the job of an Agricultural Marketing Officer include long working hours, pressure from farmers, supervisors, and other stakeholders, language and communication barriers,

6.1 Alternative Choices (Solutions) to Dilemmas and Complexities

Solutions to dilemmas include carrying out risk assessment and implementing appropriate control measures, ensuring good time management, and planning, participating in workplace safety sensitization and awareness, supporting capacity building through training, managing work stress, always adhering to company's occupational safety and health procedures, paying attention to detail, consulting extensively within and outside one's department/team on policy requirements and other issues.

7. WORKING CONDITIONS/ENVIRONMENT

Working conditions include forested or remote/rural areas, stand/walk for long hours for field visits or during exhibitions/promotions/trade-fairs, working in flexible hours, handling, dealing with large groups of people with differing information assimilation abilities, reading bulky documents and publications, etc..

8. PARTIES INVOLVED/INTERACTING WITH THE JOB HOLDER OR TRAINEE

8.1 Internal/Within the Organization

Parties involved/interacting with the job holder who are internal to the organization include supervisors, subordinates, and other employees (e.g., agronomists, farm managers, extension officers, architects, surveyors, trainers, safety team, etc.)

8.2 External/Outside the Organization

Parties involved/interacting with the job holder who are external include customers/clients, government regulators, trainers, suppliers of equipment/tools/consumables, Engineers from other companies, labour unions/occupational health and safety associations, Academia etc.

9. PHYSICAL DEMANDS ON THE BODY

- Physique to sustain strenuous conditions.
- Be able to read bulky documents in hard and soft copy.
- Sit for long hours, bend, stretch, twist, or reach out.
- Be able to use fingers, hands, and feet with ease to complete the assigned task (dexterity).
- Etc.

ANNEX A

Criteria for Assessments based on this NOS

A.1 Guidelines for Assessment

A.1.1 Criteria for assessment for curricula and learning programmes based on this NOS will be created by curricula and programmes developers. Each Performance Criteria (PC) will be assigned marks proportional to its importance in the NOS. Curricula and programmes developers will also lay down proportion of marks for theory and practical skills for each performance criteria, giving more weight to practical skills.

There shall be allocated the 'Total Mark', which will be the sum of all marks in each Unit, distributed across the number of PCs in that particular Unit. The 'out of' mark will be the mark allocated to each PC, which will be shared between theory and skills practical assessments.

A.1.2 Awarding/assessment bodies or institutions and other users of the NOS will create unique question papers for the theory part and evaluations for skill practical part for their respective candidates.

ANNEX B NOS Version Control

This Annex gives details necessary for the tracking of the NOS versions based on the number of revisions.

NOS Code	NOS.AMO.01		
ZQF Level	7	Version Number	01
Sector	Agriculture	Date of Approval	19 th May 2022
Sub Sector	Marketing	Date of Last Review	N/A
Occupation	Agricultural Marketer	Date of Next Review	May 2027

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