



THE WEST ASSAM MILK PRODUCERS' COOPERATIVE UNION Ltd.
Juripar, R.K. Jyotiprasad Agarwala Road, Panjabari, Guwahati – 781037

JOB INFORMATION:

Position	Executive (Marketing & Sales)
Qualification	Graduate in any discipline with preferable post-graduate degree/ diploma/ training in the field of Marketing
Experience	At least 5 years' experience for Graduate/3 years' experience for Post Graduate in the field of marketing & sales market research (preferably in dairy/ food products)
Number of Position	01 (on contract, initially for a period of 2 years)
Job Location	WAMUL Office in Guwahati, Assam.

AGE: NOT ABOVE 33 YEARS AS ON 1st January 2022. However, relaxation upto 2 years may be given in case of extraordinary/ outstanding candidates.

SALARY: CTC Rs.6.6 lakhs per annum including P.F & other Contributions.

MAIN RESPONSIBILITIES:

1. Translate business plan to area-wise, product-category-wise targets for retail and institutional sales.
2. Analyze the market for milk and products and buyer behavior to prepare an implementable Marketing Plan for continuous growth and market expansion with strengthening of the Brand "PURABI".
3. Manage distribution network for market coverage and outlet coverage and involve in capacity building of the distributors.
4. Prepare & maintain database of Routes, Sub routes and Retail Points and to map with the Demand/Supply.
5. Constantly look for new avenues of growth and execute company policy to improve market share.
6. Improve systems and processes to streamline bottlenecks to ensure continuous growth.
7. Conduct market surveys to understand consumer demands for demand forecasting.
8. Liaise and coordinate with Production Team for supplies. Provide market feedback on existing products and also specific feedback for deciding new products.
9. Efficiently implement schemes for Distributors and Retailers.
10. Control wastage and improve cost to turnover ratio.
11. Motivate sales Team so as to make them active in the field for continuous growth.
12. Plan and implement capacity building of the sales team members.
13. Set up consumer grievance redressal mechanism and build a consumer connect system.
14. Promote brand "Purabi" through all available means (Physical, digital, events etc) to increase franchisee for the brand.

ADDITIONAL/ OCCASIONAL RESPONSIBILITIES: (listed in order of priority)

1. Designing of market survey questionnaires
2. Designing and implementing promotional activities and advertisement plan
3. Organizing events

JOB SPECIFICATIONS:

Skills/ Attributes: Technical	Technical In-depth knowledge of Undertake market demand analysis, analyzing the competition in the market, Knowledge of milk /dairy sector, Knowledge of supply chain management
Skills/Attributes: Social and Managerial	Manpower Management, understanding market /consumer behavior, Leadership abilities
Training	Marketing /Sales force management training