



WEST ASSAM MILK PRODUCERS' CO-OPERATIVE UNION LTD.
Juripar, R.K. Jyotiprasad Agarwala Road, Panjabari, Guwahati – 781037

Job Information:

Position	Assistant (Marketing & Sales- Frozen)
Qualification	Full time graduation from a recognized institute/University
Experience	Minimum 2 years of full time experience in Sales & Distribution preferably from FMCG / Ice-Cream/ Dairy products industry
Job Location	WAMUL areas of operations (Upper/Central/Lower Assam)

Age: Not above **30 years as on 1st January, 2025**. However, relaxation may be given in case of extraordinary/ outstanding candidates with relevant experience.

Salary: CTC Rs. 3.79 lacs-5.51 lacs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

MAIN PURPOSE: Execute the S&D strategies of the organization at the outlet level in the assigned territory. Increase distribution width and depth. Achieve targets in terms of Business volume / value.

Main Responsibilities:

- Carry out daily scheduled tasks for market visit. Submission of daily market visit report (DSR) to Executive Marketing in Head Office. Preparation of such report during field visit only.
- Achieve targeted distribution parameters and escalate as per instruction.
- Responsible for growth of business volumes by visiting assigned market as per norms.
- Identify and register the outlet for regular service to fulfill the demand as per desired time.
- Competitor's Activity Report to be submitted on weekly basis as per given format.
- Assist Executive Marketing in executing marketing activities, promotions.
- Any other responsibilities/functions deemed necessary by the Supervisor/ Executive/ Senior Executive/Marketing Manager in order to meet the level of the services in the organization.
- To monitor / follow up to maintain smooth stock flow and cash flow from the assigned routes / distributors.
- Active participation in any organizational interest. Respond to questions and requests for information.

Job Specifications:

- Good communication skills (pleasant and convincing).
- Language proficiency (Assamese, Hindi, Bengali & English).
- Must have two wheeler and Android Mobile Handset.
- Computer knowledge (Reports on MS-Excel, MS Word).
- Result oriented and comfortable working in a fast-paced office environment.

Reporting, Performance Review and Leave Terms:

- The Assistant (Marketing & Sales- Frozen) will report to the Executive (Marketing & Sales- Frozen), WAMUL.
- Performance will be reviewed as per Key Result Areas (KRA).
- The remuneration may be enhanced on an annual basis as per prevailing rules, which will be performance based.
- The Assistant (Marketing & Sales-Frozen) will be eligible for paid leaves / Holidays as per the applicable norms/policy of WAMUL.
- For any authorized tour within the operational areas, he/she will be paid TA/DA as per norms/policy of WAMUL.