



WEST ASSAM MILK PRODUCERS' COOPERATIVE UNION LTD.
ON BEHALF OF NORTH EAST DAIRY AND FOODS LIMITED
Juripar, R.K. Jyotiprasad Agarwala Road, Panjabari, Guwahati –781037



JOB INFORMATION:

Company	North East Dairy & Foods Limited (NEDFL)
Position	Assistant -Marketing & Branding
No. of Positions	01
Qualification	Full time Graduate in any discipline from a recognized Institute/University.
Experience	Minimum one year of full time experience in Marketing or Branding preferably from Dairy/ FMCG / FMCD/ Food product industry / Marcom activities in Telecom etc industry. <i>However, fresher with relatively sound knowledge of retail branding, promotional activities, consumer / sales activations, social media and digital marketing may also apply.</i>
Location	Anywhere within Assam

Age: Not above 30 years as on 1st January, 2025. However, relaxation may be given in case of appropriate or outstanding candidates.

Salary: CTC Rs. 4.55 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

MAIN RESPONSIBILITIES:

- Retail Branding activities – instore and outdoor solutions.
- Disseminate positive Brand communication.
- Assist in developing visibility solutions for existing and new products to help achieve sales targets by sales team in line with business plan of NEDFL.
- Assist in Branding as per Business Plans including On Shop Branding, Vehicle Branding etc.
- Assist in Digital campaigns namely Facebook Digital Campaigns, Instagram Campaigns, follower base enhancement for Social sites etc.
- Conduct Promotion activities like retail activations, consumer contact events.
- Management of the Call Centre Database
- Coordination with agencies of print and electronic media (TV, Radio, Social Media Agencies).
- Assist in Organizing events and Live Campaigns and retailer engagement programs.
- Assist the concerned authority in executing marketing activities, promotions, when appropriate.
- Any other responsibilities / functions deemed necessary by Executive Marketing / Manager Marketing in order to meet the level of the services in the organization.

JOB SPECIFICATIONS:

Skills/Attributes: Technical	• Good communication skills (pleasant and convincing). • 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.
Skills/Attributes: Social and Managerial	• Analytical Skills & Team work and People Management Skills. • Proficiency (read, write, speak) in Assamese, Hindi & English (any of two) is must. • Devoted to a task or purpose with loyalty or integrity Inspires teammates to follow them.

Reporting, Performance Review and Leave Terms:

- The Assistant -Marketing & Branding will report to Deputy Manager/ Assistant Manager –Marketing
- 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.
- Will be eligible for paid leaves/Holidays as per the applicable norms/policy of NEDFL.
- For any authorized tour within the operational areas, he/she will be paid TA/DA as per norms/policy of NEDFL.

NEDFL reserves the right to post the selected candidates in any other location in business interest of the company.