



**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 Manager – Marketing (Sales & Distribution)
Qualification	Full time Graduate in any discipline/ Post-graduate degree/Diploma in Business Administration (Marketing).
Experience	Minimum 3 years of working in the field of marketing & sales in Dairy/ FMCG/ Retail/ Manufacturing sector. Minimum 1-year experience of handling a team.
Age	Not above 35 years as on 1st January, 2025 . However, relaxation may be given in case of appropriate or outstanding candidates.
Salary	CTC Rs. 7.90 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)
Job Location	Silchar, Assam

MAIN PURPOSE: (captures essence of the job in brief):

Execute the business plan to area-wise, product-category-wise targets for retail and institutional sales.

MAIN RESPONSIBILITIES:

- Translate the business plan to area-wise, product-category-wise targets for retail and institutional sales.
- Analyze the market for milk and products and buyer behavior to prepare an implementable Marketing Model for continuous growth and market expansion with strengthening of the Brand “PURABI” in the designated area of operation.
- Prepare & maintain database of Routes, Sub routes and Retail Points and to map with the Demand/Supply.
- Arrange for market surveys to understand market requirements, SWOT Analysis to
- identify and resolve bottlenecks to ensure continuous growth.
- Liaise and coordinate with Production Team for supplies. Provide market feedback on
- existing products and also specific feedback for deciding new products.
- Develop effective schemes for Distributors and Retailers.
- Develop motivational factors for the sales Team so as to make them active in the field for
- continuous growth.
- Plan and implement capacity building of the sales force (design and execute incentives
- plans and sales promotion activities),
- Plan and execute cost effective logistics for the designated area to optimize cost per litre.
- Set up consumer grievance redressal mechanism and build a consumer connect system.
- Logistics / Warehouse management, Distribution vehicle management
- Crate Management system (Recon & Hygiene).
- Liaison with LMP, Security Personal, Manpower supplier etc.
- Damage Product Replacement.
- Delivery Note execution.
- Fuel allocation to in-house vehicles.
- Co-ordinate with vendors for timely arrival and dispatch of army supplies.
- Bill processing of hired vehicles.
- Wastage / Pilferage control.
- Set systems and processes to improve dispatch functions (equipment's, trolleys, wash
- basins, markings, bin cards, lightings etc.)
- Maintenance of cleanliness and hygiene at dispatch dock.
- Maintain rooster of manpower, (specifically during festivals and occasions).

JOB SPECIFICATIONS:

Skills/Attributes: Technical	<ul style="list-style-type: none">• In-depth knowledge to undertake market demand analysis, analyzing the competition in the market, Knowledge of milk /dairy sector is an added advantage with knowledge of supply chain management.• Manpower Management, understanding market /consumer behavior, Leadership abilities/decision making.
Skills/Attributes: Social and Managerial	<ul style="list-style-type: none">• Good communication, presentation and inter-personal skills.• Analytical Skills & Team work and People Management Skills.• Proficiency (read, write, speak) in Assamese, Bengali, 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:

- Will report to Manager Marketing (Sales & Distribution)
- 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.