



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

JOB INFORMATION:

Position	Deputy. Manager/ Sr. Executive (Dairy & FMCG Division)
Qualification	Full time Post-graduate degree/Diploma in Business Administration (Marketing).
Experience	Must have 7-10 years' full time experience in the field of marketing & sales in Dairy/ FMCG/ Retail sector. Candidates having experience in other sectors need not apply.
Computer Skills	Must have experience of using Internet based applications, proficient in using and working with ERP System, MS Office and other related applications.
Job Location	Silchar

Age: Candidates should not be less than 35 years of age and more than 40 years of age as on 1st January, 2024.

However, relaxation may be given in case of extraordinary/ outstanding candidates with relevant experience.

Salary: CTC Rs.10 lacs - Rs.13 lacs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

Main Responsibilities:

Roles -

- Handle General Trade & Modern Trade for Dairy/Beverages categories/honey/ FMCG etc.
- The incumbent will be responsible for primary and secondary sales target achievement of the business.
- Adept at identifying and developing key clients for business excellence and accomplishment of targets.
- Channel Management – distribution, logistics, sales force etc.
- Develop strategies: Creating sales strategies, marketing plans and promotional activities to meet company goals.
- Establish new range of products.

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.
- Inventory Management - Ensuring minimum inventory levels and overseeing SKU-wise indenting for timely stock connectivity.
- Data analysis & aligning with the Annual Operating Plan.
- Competition tracking & making proactive plans to counter competition.
- Allocate manpower in different areas depending upon market potential and individual capabilities
- Mentor, motivate and guide team members ensuring sales - business generation and achieving budgeted figures, and activity ratio on monthly basis.

- Training subordinates to develop requisite skills; conducting trainings on products, selling skills, lead prospecting and closing skills.
- Maintaining communication with related departments like production, logistics, merchandising and inventory to work out demand forecasts.

Desired skills:

<p>Skills/ Attributes: Technical</p>	<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, Knowledge of supply chain management. • Manpower Management, understanding market /consumer behavior, Leadership abilities/decision making.
<p>Skills/Attributes: Social and Managerial</p>	<ul style="list-style-type: none"> • Ability to work effectively in teams. • Good communication, presentation and inter-personal skills.

Reporting, Performance Review, Leave and Transfer Terms:

- The Deputy. Manager/ Sr. Executive will report to the Group Head (Marketing & Sales), 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 Deputy. Manager/ Sr. Executive 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.
- Transferrable to any location of WAMUL operational areas, as directed from time to time.