



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

JOB INFORMATION:

Position	Executive (Marketing & Sales- Frozen)
Qualification	Full time graduation in any discipline with preferable full time post-graduate degree/ diploma/ training in the field of Marketing
Experience	Must have 5 years' full time experience for Graduate / 3 years' full time experience for Post Graduate in the field of sales and distribution, with minimum 2 years' experience in Frozen business /Ice cream business in Executive Level or higher.
Computer Skills	Must have experience of using Internet based applications, using and working with MS Word, MS Excel and MS Power Point and other related applications.
Job Location	WAMUL areas of operations (Upper/Central/Lower Assam)

Age: Not above **33 years as on 1st January, 2025**. However, relaxation **upto 3 years** may be given in case of extraordinary/ outstanding candidates.

Salary: CTC Rs.8.5 lacs-Rs.10 lacs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

Roles and Responsibilities:

- Execute planned Cold chain infrastructure for Ice Cream Business in your designated area.
- Translate the business plan to market-wise/ route-wise, product-category-wise targets for retail and institutional sales.
- Execute Launch Plan and promotion plan.
- Manage business relationships with Key Accounts including General Trade and Food Service (hotel, restaurant, café) channels to achieve sales targets and KPIs.
- Execute company's sales & business development plans in relation to Key Accounts, General Trade, and Food Service (hotel, restaurant, café) channels.
- Develop business (through sales & marketing) to grow business size and market share in the ice cream sector, monitor performance of such strategies and adapt accordingly.
- Constantly drive distribution to improve company product positioning.
- Ensure Cold Storage for proper display of ice creams in the stores.
- Set up Ice cream parlours across potential markets.
- Prepare sales forecast basis linearity of sales, seasonality etc of designated markets.
- Analyze sales data and prepare relevant reports.
- 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.
- Develop effective schemes for Distributors and Retailers.

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 FMCG/Ice-cream/milk /dairy sector is a must. 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">• Ability to work effectively in teams.• Good communication, presentation and inter-personal skills.• Tech Savvy on social media platforms

Reporting, Performance Review and Leave Terms:

- The Executive (Marketing & Sales- Frozen) 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 Executive (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.