



**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	Manager Marketing (Sales & Distribution)
Qualification	Full time Post-graduate degree/Diploma in Business Administration (Marketing).
Experience	Minimum 5 years' in the field of marketing & sales in Dairy/ FMCG/ Retail sector. Candidates having experience in other sectors need not apply.
Age	Not above 42 years as on 1st January, 2025 . However, relaxation may be given in case of appropriate or outstanding candidates.
Salary	CTC Rs. 10.00 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)

He will be responsible for developing, implementing and executing strategic marketing plans for an entire organization (or lines of business and brands within an organization) in order to attract potential customers and retain existing ones.

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.

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, 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"> • 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:

- The Manager Marketing (Sales & Distribution) will report to the General Manager, NEDFL.
- 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.