



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/ Deputy Manager-Marketing & Sales (Frozen Segment)
No. of positions	02
Qualification	Full time Post-graduate degree/ diploma in the field of Marketing.
Experience	Must have 7 years' full time experience for Manager / 5 years' full time experience for Deputy Manager in the field of sales and distribution, with minimum 2 years' experience in Frozen business /Ice cream business in Executive Level or higher. <i>However, full time Graduates with higher relevant experience may also apply.</i>
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	Anywhere within Assam

Age: Candidates should not be less than 35 years of age and more than 40 years of age as on 1st January, 2025. However, relaxation may be given in case of appropriate or outstanding candidates.

Salary: CTC Rs.8.98 lakhs- 10.06 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

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

For planning and executing Sales & Distribution and Marketing activities for Frozen product (ice cream) segment.

Roles and Responsibilities:

- Plan and execute ice cream category for Purabi Dairy.
- Frame Annual Ice Cream Business Plan.
- Set up Cold chain infrastructure for Ice Cream Business.
- Translate the business plan to area-wise, product-category-wise targets different channels.
- Design, implement and monitor 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.
- Develop and execute company's sales & business development plans in relation to Key Accounts, General Trade, and Food Service (hotel, restaurant, café) channels
- Develop business strategies (related to sales & marketing) to grow business size and market share in the ice cream sector, monitor performance of such strategies and adapt accordingly
- Identify and Improve company product positioning
- Strategize for setting up Ice cream parlours across potential markets.
- Competitor Research
- Prepare sales forecast basis linearity of sales, seasonality etc.
- Analyze sales data and prepare relevant reports
- Marketing Model for continuous growth and market expansion with strengthening of the Brand "PURABI".

- 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 to drive business volume.
- 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.

Job Specifications:

Skills/ Attributes: Technical	• 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	• 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 Manager/ Deputy Manager-Marketing & Sales (Frozen Segment) 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.
- The Manager/ Deputy Manager-Marketing & Sales (Frozen Segment) 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.