



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

JOB INFORMATION:

Position	Executive Marketing (Institution Sales & Logistics)
Qualification	Post Graduate (Preferably MBA)
Experience	Minimum 5 years (Institutional sales / Logistics) – Preferably CSD experience / Logistics / Transportation
Number of positions	1 No. (on contract, initially for a period of 2 years)
Location	Guwahati

AGE: NOT ABOVE 33 YEARS AS ON 1st January 2022. However, relaxation upto 2 years may be given in case of extraordinary/ outstanding candidates.

SALARY: Gross CTC Rs. 6.6 lakh per annum (Negotiable and commensurate with qualification & experience. Shall not be a constraint for suitable candidate).

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

WAMUL intends to engage Executive Marketing (Institution Sales & Logistics) on contractual basis to plan, execute and achieve sales targets as per business plan for “PURABI” brand liquid milk and milk products. Arrange capacity building for the sales team and motivate the team to deliver. All activities to be with a focus to nurture & strengthen “PURABI” as a brand.

Job Description:

- a) Institutional Sales operations (Institutional Order handling, Liaisoning with account, payments collection, networking with relevant stakeholders, stock flow cash receipt reconciliation etc.).
- b) Institutional Business Development
- c) (Acquisition of new accounts, volume and value growth, introduction of new products in institutions).
- d) Logistics management to supply to institutions.
- e) Retention of accounts, activations in institutions.
- f) Milk & Product Dispatch operations.
- g) Distribution vehicle management
- h) Crate Management system (Recon & Hygiene).
- i) Liaison with LMP, Security Personal, Manpower supplier etc.
- j) Damage Product Replacement.
- k) Sales / Delivery Order execution.
- l) Fuel allocation to in-house vehicles.
- m) Co-ordinate with vendors for timely arrival and dispatch of army supplies.
- n) Bill processing of hired vehicles.
- o) Wastage / Pilferage control.
- p) Set systems and processes to improve dispatch functions (equipment's, trolleys, wash basins, markings, bin cards, lightings etc.)
- q) Maintenance of cleanliness and hygiene at dispatch dock.
- r) Maintain rooster of manpower, (specifically during festivals and occasions).

Job Specification:

Skills/Attributes: Technical	Sales Tracking, Stock-Fund Reconciliation, Handling Defence clients etc
Skills/ Attributes: Social and Managerial	Institutional Sales, Marketing, People Management, Logistics Management, Inter-departmental coordination, Leadership.
Computer Skills:	MS Office (Excel, Word) & ERP operations