



**THE WEST ASSAM MILK PRODUCERS' CO-OPERATIVE UNION Ltd.**  
Juripar, R.K. Jyotiprasad Agarwala Road, Panjabari, Guwahati – 781037

**JOB INFORMATION:**

<b>Position</b>	Assistant-I (Marketing)
<b>Minimum Qualification</b>	Graduate from a recognized institute/University
<b>Experience</b>	1 to 3 years in Marketing or Branding preferably from FMCG / Food product industry / Marcom activities in Telecom etc industry. However, fresher with relatively sound knowledge of retail branding, promotional activities, consumer / sales activations, Social Media and digital marketing will be considered
<b>Number of Positions</b>	01 (on contract initially for 2 years).
<b>Job Location</b>	Any location within WAMUL's area of operation
<b>Computer Skills</b>	Must have experience of using Internet based applications, using and working with advanced word processing/spreadsheet including MS Word, MS Excel and MS Power Point and other related applications.
<b>Language:</b>	Fluency in Assamese, Hindi and English.

**Age:** Not above **28 years as on 1<sup>st</sup> January, 2023**. However, relaxation up to 2 years may be given in case of extraordinary/ outstanding candidates.

**Salary:** CTC Rs. 3.30 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

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

Develop marketing / branding solutions to help increase thru put & Market Penetration of Purabi and associated Products across territory.

**MAIN RESPONSIBILITIES:**

- Retail Branding activities – instore and outdoor solutions.
- Disseminate positive Brand communication.
- Assist in developing visibility solutions for existing and new products to help achieve sales targets by sales team in line with business plan of WAMUL
- Assist in Branding as per Business Plans including On Shop Branding, Vehicle Branding etc.
- Assist in Digital campaigns namely Facebook Digital Campaigns, Instagram Campaigns, follower base enhancement for Social sites etc.
- Conduct Promotion activities like retail activations, consumer contact events.
- Management of the Call Centre Database
- Coordination with agencies of print and electronic media (TV, Radio, Social Media Agencies).
- Assist in Organizing events and Live Campaigns and retailer engagement programs.
- Assist the concerned authority (Executive Marketing) in executing marketing activities, promotions, when appropriate.
- Any other responsibilities / functions deemed necessary by Executive Marketing / Manager Marketing in order to meet the level of the services in the organization.

**JOB SPECIFICATIONS:**

<b>Skills/Attributes/Desirable</b>	<ul style="list-style-type: none"><li>• Good communication skills (pleasant and convincing).</li><li>• Must have two-wheeler and Android Mobile Handset.</li><li>• Detail oriented and comfortable working in a fast-paced office environment.</li></ul>
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**Reporting, Performance Review and Leave Terms:**

- The Assistant -I (Marketing) will report to Executive (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 Assistant-I (Marketing) 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.