



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

JOB INFORMATION:

Position	Executive (Marketing & Sales)
Qualification	Graduate in any discipline, preferably post-graduate degree (Business Administration) specialization in Marketing (S&D).
Experience	Must have 5 years' experience for Graduate/3 years' experience for Post Graduate in the field of marketing & sales market research (preferably in dairy/ food products)
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.
Number of Position	01 (on contract, initially for a period of 2 years)
Job Location	Lower Assam and Central Assam.

Age: Not above **33 years as on 1st January, 2023**. However, relaxation up to **2 years** may be given in case of candidate with and candidate with relevant experience.

SALARY: CTC Rs. 7.10 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

MAIN 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.

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">• Ability to work effectively in teams.• Good communication, presentation and inter-personal skills.

Reporting, Performance Review and Leave Terms:

- The Executive (Marketing & Sales) 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) 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.



West Assam Milk Producers' Cooperative Union Ltd.(WAMUL)

Panjabari, Guwahati

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APPLICATION FOR EMPLOYMENT

(To be filled in by the candidate in Block Letters)

Position applied for:				
Name (full name with surname):				
Date of Birth:		Age in Years & Months :		
Home town, State & Nearest railway station:				
Nationality:				
Marital Status				
Single	Married (no. of children)			
	Male		Female	
Do you belong to (please tick in appropriate column)(*)	SC	ST	OBC	None
Are you physically handicapped	Yes (provide information)			No
Present Address(for correspondence)				
Permanent Address				

Telephone number	(M)
	(R)
Email address	
Permanent Account Number (PAN) *copy of PAN Card to be attached	

Family information (to include complete details about family, including address, telephone number etc.)				
Name	Relationship with self	Age	Correspondence address	
Qualifications in Chronological order (Please attach self- attested copies of the certificates)				
Academic/Technical/ Professional Exams passed with specialization/subject	Grade/ Division	% of marks obtained	Year of Passing	Name of Institute/ University/College Board
Language proficiency (please tick(\/) in appropriate columns)	Speak	Read	Write	

Experience in Chronological order (Certificates to be attached)

From DD/MM/YR	To DD/MM/YR	Organization Name & Address	Total Duration In Year & Month	Designation	Cost to Company(C TC) Per Month

Total Experience in Years & Months :

Details of Training course/workshops/seminars attended:

Any medical disability? Please specify:

Have you ever been convicted or any criminal proceedings contemplated against you? If yes, give details:

Present Yearly Salary (Please furnish proof in respect of salary details.)

Fixed Component :

Variable Component:

Others(please specify) :

Total CTC:

If you have any liability with your present employer, please specify.	
If selected, joining time required/Notice Period to be served with previous Employer	
Please mandatorily provide the reference details with full mailing address (with Pin Code), Email address, Telephone (Mobile, Office, Residential) numbers.	
Personal	Professional
Please describe briefly your interest in seeking employment with WAMUL? If selected, how will you contribute to the growth of WAMUL and the stakeholders	

DECLARATION

I hereby declare that all the information and particulars given by me in this form are true and correct. I fully understand that if any of the information given above is found to be incorrect or deliberately distorted, WAMUL shall have the right to terminate my services without giving any notice.

Place:

Date:

Signature of Candidate