



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

JOB INFORMATION:

Position	Sr. Executive (Marketing & Sales)
Qualification	Graduate in any discipline with preferable post-graduate degree/ diploma/ training in the field of Marketing
Experience	Must have 7 years' experience for Graduate / 5 years' experience for Post Graduate in the field of sales and distribution, with minimum 3 years' experience in Frozen business /Ice cream business in Executive Level or higher.
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	WAMUL's area of operation

Age: Not above **38 years as on 1st January, 2023**. However, relaxation may be given in case of extraordinary/ outstanding candidates.

SALARY: CTC Rs. 8.63 lakhs per annum including P.F & other Contributions. (Negotiable and commensurate with qualification and experience)

MAIN RESPONSIBILITIES:

- Set up Sales and Distribution plan for Ice Cream Business.
- Set up Cold chain infrastructure for Ice Cream Business.
- Translate the business plan to area-wise, product-category-wise targets for retail and institutional sales.
- 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
- Ensure Cold Storage for proper display of ice creams in the stores.
- Set 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".
- 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.

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 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	<ul style="list-style-type: none">• 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 Sr. 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 Sr. 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

APPLICATION FOR EMPLOYMENT

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

Paste Recent
Photograph

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