



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

**JOB INFORMATION:**

<b>Position</b>	Sr. Executive (Marketing & Sales)
<b>Qualification</b>	Graduate in any discipline with preferable post-graduate degree/ diploma/ training in the field of Marketing
<b>Experience</b>	Must have 7 years of 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. Candidates having experience in Banks/ Financial Institutions need not apply.
<b>Computer Skills</b>	Must have experience of using Internet based applications, using and working with MS Word, MS Excel and MS Power Point and other related applications.
<b>Job Location</b>	WAMUL's area of operation

**Age:** Not above **35 years as on 1st January, 2023**. However, relaxation may be given in case of extraordinary/ outstanding candidates with relevant experience.

**SALARY:** CTC Rs. 9.24 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 Launch Plan and promotion planning.
- 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
- Translate the business plan to area-wise, product-category-wise targets for retail and institutional sales.
- 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:**

<b>Skills/ Attributes: Technical</b>	<ul style="list-style-type: none"><li>• 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.</li><li>• Manpower Management, understanding market /consumer behavior, Leadership abilities/decision making.</li></ul>
<b>Skills/Attributes: Social and Managerial</b>	<ul style="list-style-type: none"><li>• Ability to work effectively in teams.</li><li>• Good communication, presentation and inter-personal skills.</li><li>• Tech Savvy on social media platforms</li></ul>

**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.