



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

**JOB INFORMATION:**

Position	Executive - Marketing
Qualification	Graduate in any discipline with preferable post-graduate degree/ diploma/ training in the field of Marketing
Experience	At least 3 years experience in the field of marketing & sales market research (preferably in dairy/ food products)
Number of positions	2 (on contract, initially for a period of 2 years)
Location	Guwahati

**SALARY: RS. 4.8 LAKHS PA** (Negotiable and commensurate with experience, qualification and pay package of last assignment)

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

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.

**MAIN RESPONSIBILITIES:**

1. Translate the business plan to area-wise, product-category-wise targets for retail and institutional sales.
2. Analyze the market for milk and products and buyer behaviour to prepare an implementable Marketing Model for continuous growth and market expansion with strengthening of the Brand “PURABI”.
3. Prepare & maintain database of Routes, Sub routes and Retail Points and to map with the Demand/Supply.
4. Arrange for market surveys to understand market requirements, SWOT Analysis to identify and resolve bottlenecks to ensure continuous growth.
5. Liaise and coordinate with Production Team for supplies. Provide market feedback on existing products and also specific feedback for deciding new products.
6. Develop effective schemes for Distributors and Retailers.
7. Develop motivational factors for the sales Team so as to make them active in the field for continuous growth.
8. Plan and implement capacity building of the sales force.
9. Set up consumer grievance redressal mechanism and build a consumer connect system.

**ADDITIONAL/ OCCASIONAL RESPONSIBILITIES: (listed in order of priority)**

1. Designing of market survey questionnaires
2. Designing and implementing promotional activities and advertisement plan
3. Organizing events

**JOB SPECIFICATIONS:**

<b>Skills/ Attributes: Technical</b>	In-depth knowledge of Undertake market demand analysis, analysing the competition in the market, Knowledge of milk /dairy sector, Knowledge of supply chain management,.
<b>Skills/ Attributes: Managerial</b>	Manpower Management, understanding market /consumer behaviour, Leadership abilities
<b>Training:</b>	Marketing /Sales force management training