

Terms and condition for the job of
Marketing consultant for Vidarbha region of Maharashtra

- Name of the job : Marketing consultant to Vidarbha region of Maharashtra for Marketing of Nandini Milk and Milk products.
- No. of job: : 01
- Qualification: : Any degree with specialization in Marketing.
- Experience : Min. 10 years of experience in marketing field of Dairy Industry
- Nature of employment : Contractual engagement for a period of 3 years. Contract will be renewed every year on mutual subject to satisfactory performances.
- Area of operation : Vidarbha region of Maharashtra
- Monthly Remuneration : Negotiable, depending on merit and experience plus target based incentive.

Skills:

- Proven experience in the field of sales and marketing.
- Knowledge of marketing milk and milk products and market research.
- In-depth knowledge of marketing principles and best practices.
- Ability to think strategically and analytically.
- Good communication and presentation skills to handle sales team.
- Fluency in regional language is must.
- Outstanding organizational abilities.
- Aptitude in problem-solving.

Duties and responsibilities:

- Prepare marketing plan, formulate pricing and undertake market intelligence functions in order to facilitate establishing new/alternate market channel & strategies.
- Analyses details of competitor offerings, market share, pricing, and promotional material.
- Prepare detailed reports with research findings and analysis to inform marketing strategies
- Assist and guide marketing /sales staff in coming up with focused branding, positioning, and marketing tools for each product or service
- Works within the client's budget to produce effective promotional materials and advertising opportunities

- Ensure implementation of approved marketing strategies on an ongoing basis for milk distribution and marketing of milk products.
- Should take responsibility to appoint distributors/ retailers and other distribution network.
- Overview modern trade and e-com channel strategy and responsible for on time execution.
- Identify, select and appoint area wise distributors and retailers for sachet Milk and curd positioning and market promotion.
- Conduct market survey and consumer studies at regular intervals.
- Set Marketing goals and objectives for marketing team.
- Collection of feedback from field staff on day to day basis regarding implantation of marketing strategies and output.
- Prepare database of input and output on day basis.
- Review the target and achievement of all marketing personnel posted at different areas along with submission
- Monitoring and addressing of market complaints.
- Arrange comprehensive information about distributors, retailers for new initiative.
- Draw strategies to new product launch.
- Prepare & monitor budget of marketing section.
- Implement marketing strategies to ensure maximum return on investment.
- Working closely with the marketing team to understand their needs and provide pro-active solutions to enhance sales.
- Implementing the marketing and sales promotion strategy.
- Stay update with changes in marketing strategies
- Appraise performance of the staff reporting
- Arrange to provide necessary training to the marketing personnel.
- Any other duties assigned from time to time.

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Director (Marketing)