

## **ENCLOSED EOI DOCUMENTS:-**

### **1. Name of the post :**

- Full Time Marketing consultant for TAMILNADU state for Marketing of Nandini Milk and Milk Products.

### **2. No. of post: 01**

### **3. Qualification criteria:**

- The Applicant should be Technical graduate in Dairying or any degree with post graduation in Management with specialization in Marketing along with minimum 15 years experience in marketing field of dairy Industry.
- The Applicant shall be operating from Tamilnadu(Chennai).

### **4. Remuneration of Consultant:**

- Depending on qualification and experience, remuneration will be fixed. However the applicant may indicate the expected remuneration along with the previous details.

### **5. Method Of Evaluation:**

5.1 Screening of EOIs shall be carried out as per eligibility condition as below.

- Proven experience in the field of sales and marketing.
- Market research of Milk and Milk products.
- In-depth knowledge of marketing principles and best practices.
- Ability to Provide 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.

5.2. The Management will call up a candidate for interview based on qualification and Experience where they have to provide a detail presentation on the liquid Milk and Milk products marketing of the concerned area.

5.3 Short listed candidates will have to submit their original documents at the Time of presentation/interview.

### **6. Scope of work:-**

- Prepare marketing plan with research findings and analysis to implement marketing strategies.
- Formulate pricing and undertake market intelligence functions in order to facilitate establishing new/alternate market channel & strategies.
- Analysis details of competitor offerings, market share, pricing, and promotional material.

- Assist and guide marketing /sales staff in coming up with focused branding, positioning, and marketing tools for each product or service.
- Build new plan for marketing and generate more customers in both B2B and B2C model.
- 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 Identify and appoint area wise distributors/ retailers and other distribution network.
- Overview modern trade and e-com channel strategy and responsible for on time execution.
- Managing sales by developing business plan that cover sales , revenue and expense control.
- Meeting planned sales Goals.
- 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.
- Brand Management.
- Arrange comprehensive information about distributors, retailers for new initiative.
- Draw strategies to new product launch.
- Manage online and social media Marketing..
- Working closely with the marketing team to understand their needs and provide pro-active solutions to enhance sales.
- Implementing sales promotion strategy.
- Appraise performance of the staff reporting
- Arrange to provide necessary training to the marketing personnel.
- Both creative thinking , Practical result driven analysis of sales.
- Any other duties assigned from time to time.

#### **7. Contractual period:-**

- Contractual engagement for a period of 3 years. Contract will be renewed every year on mutual subject to satisfactory performances.

#### **8. Submission of EOI:-**

- The last date of submission of EOI is 15Th DEC'2021 up to 17.00 hrs.

Sd/-  
**Director (Marketing)**

