Karnataka Co-operative Milk Producers Federation, Ltd

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NOTIFICATION

Date 17.12.2020

Karnataka Co-operative Milk Producers Federation Ltd (KMF), Bangalore is the second largest Co-operative milk producer's federation in India and is marketing, milk and milk products in the brand name of NANDINI. KMF has taken up market expansion of milk and milk products in Hyderbad city and their suburbans.

In this regard KMF invites Expression of Interest (EOI) from experienced individual candidates to work as full time marketing consultant for marketing of Nandini milk and milk products.

Interested candidates may submit their expression of interest with updated Curriculum vitae and a brief write up on their experience and suitability for this work **on or before 28.12.2020** to admin@kmf.coop . For any clarification, contact Additional Director (Marketig), KMF, Cell-+91 9008006321.

The EOI document & other details can be downloaded from our website: www.kmfnandini.coop. KMF reserves the right to accept or reject any or all applications without assigning any reasons thereof.

For Karnataka Milk Federation

Sd/-

Managing Director

Expression of Interest
Terms and condition for the post of
Marketing consultant in the cities of Hyderabad and their suburban's.

- Name of the post : : Marketing consultant for Nandini Milk and Milk products.
- Area of Operation : **Hyderabad** and their suburban's
- No. of post: : 01
- Qualification: : Any degree from recognised University
- Experience : Minimum 10 to 15 years of experience In Dairy industry, out of which 3 years lead role in marketing.
- Nature of employment: Contractual engagement for a period of 5 years. However contract will be renewed every year subjected to satisfactory performances.
- Monthly Remuneration: Depending on merit and Experience plus target based incentives.

Qualification:

- Proven experience in the field of sales and marketing.
- Knowledge in marketing of 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 reading, writing, speaking in regional language is must.
- Outstanding organizational abilities.
- Aptitude in problem-solving.

Note:-

1. Relevant documents to establish 15 years' experience in dairy industries along with 3 years marketing experience.
2. Any performance certificate issued by the organisation worked with.
3. Candidate must acknowledge self-attested documentary evidences for the above along with copy of Aadhaar, PAN card, permanent address proof and contact details with alternative mobile/landline numbers.

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.
- Overview modern trade and e-com channel strategy and responsible for its 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 and responsibilities assigned from time to time.

For Karnataka Milk Federation

Sd/-

Managing Director