



# THE MIDNAPORE CO-OP MILK PRODUCERS' UNION LTD.

(An Operation Flood Project, Government of West Bengal)

Ashok Nagar: Midnapore -721101: Paschim Medinipur

Phone (03222) 275697, Email: [mimulnin@rediffmail.com](mailto:mimulnin@rediffmail.com); [office.mimul@gmail.com](mailto:office.mimul@gmail.com)

Ref. No: MU: CE: 22-23/546

Dated- 05.01.2023


## NOTICE

Notification for engagement (contract basis) for the post of 'Head -Sales & Marketing' under the Midnapore Coop Milk Producers' Union Ltd. Interested eligible candidates are invited to submit Complete Resume through **email [office.mimul@gmail.com](mailto:office.mimul@gmail.com) within 16<sup>th</sup> January 2023** and may go through the website [www.paschimmedinipur.gov.in](http://www.paschimmedinipur.gov.in) or [www.mimulmilk.in](http://www.mimulmilk.in) for details.

### **Job Description/ eligibility criteria:**

Job Title	Head - Sales & Marketing (one)
The candidate	1. A hard working and result oriented dynamic individual 2. Person with proven track record of achieving business excellence in a competitive environment 3. Person having an analytical bent of mind and excellent communication skill.
Educational Qualification	Graduate in any discipline from a recognized University. MBA or higher qualification will have additional preference.
Experience	Minimum 10 (Ten) years' experience in the field of Sales & Marketing of FMCG/ Dairy products of reputed brand(s), out of which, 5 (five) years in Supervisory position.
Nature of Appointment	Contractual Engagement initially for one year. Any extension is subject to satisfactory performance.
Total Remuneration	Negotiable based on the qualification and experience. Other admissible benefits as per Milk Union's norm for contractual engagements.
Selection Procedure	Interview of short-listed candidates
Age	Maximum 50 years as on 01.01.2023
Submission of Application	Complete Resume is to be submitted through email <a href="mailto:office.mimul@gmail.com">office.mimul@gmail.com</a> <b>within 16<sup>th</sup> January 2023.</b>
Interview Date & Time	Will be intimated later on to the short-listed candidates

Venue of Interview	The Midnapore Co-op Milk Producers' Union Ltd., Ashok Nagar, Midnapore, Dist: Paschim Medinipur, Pin - 721101
Key Role and Responsibility	<ol style="list-style-type: none"> <li>1. Marketing of MIMUL Milk and Milk Products, increase of sale volume, Branding, handling of distributors as Marketing Team Leader.</li> <li>2. Plan, Execute and achieve the sales target as per projection.</li> <li>3. Develop Marketing Intelligence, Innovative idea for expansion of distribution network and sale volume.</li> <li>4. Responsible for studying and understanding tender requirement with technical, commercial and operational perspectives.</li> <li>5. Promote, extend and execute of model Milk Parlor business operation with optimum utilization of resources and funds.</li> <li>6. Assets management and control on timely distribution of Milk and Milk Products by ensuring logistics.</li> <li>7. Timely collection of Market Reports on different issues, price revision, etc. and submission before the Managing Director.</li> <li>8. Interaction with Local Area Distributors/ local sellers/consumers for receiving feedback on quality, distribution timings and other feedback.</li> <li>9. Monitoring and reviewing of the sales target, its achievement and reporting on regular.</li> <li>10. Coordination with the marketing staff, distributors, retailers and other staff of the Milk Union.</li> <li>11. Sharing confidential information, if any, with the Managing Director, Milk Union.</li> <li>12. Ensuring achievement of targets (zone 8s territory wise) by daily monitoring and motivation of marketing team including concessionaire as also by systems review.</li> <li>13. Exploring new product feasibility for expanding business, newer markets and retailers.</li> <li>14. Responsible for developing the strategy for proactive market development and countering the competition for milk and milk products</li> </ol>
Key Skills	<ol style="list-style-type: none"> <li>1. Operations Management, Relationship Management, Team Management, Strategic Management, Distribution Management</li> <li>2. Computer/ IT skills</li> <li>3. Leadership skills</li> <li>4. Presentation skills</li> </ol>
Leave	Leave rules of the Milk Union is applicable

  
 05/01/2023  
**Managing Director**  
**Midnapore Milk Union**