



KERALA COOPERATIVE MILK MARKETING FEDERATION

No. CMD/KCMMF/08/2024

August 19, 2024

RE-NOTIFICATION

The Kerala Cooperative Milk Marketing Federation, popularly known as MILMA, engaged in the procurement, processing and marketing of Milk & Milk Products invites applications from interest candidates for the positions of **Business Development Manager – MT, E-Commerce & Exports, Digital Marketing Executive, MIS Sales Analyst and Territory Sales in-charge** on contract basis.

Interested candidates may apply ONLINE through the website of Centre for Management Development (CMD), Thiruvananthapuram (www.cmd.kerala.gov.in) by satisfying themselves with the terms and conditions of this recruitment. **The initial tenure of appointment will be for One year.**

Schedule of Events:

Start date for submitting online application: 19/08/2024 (10.00 AM)

Last Date for submitting online application: 02/09/2024 (05.00 PM)

Sl. No.	Position	Qualification and experience	Upper Age Limit (as on 02.09.2024)	Remuneration
1	Business Development Manager – MT, E-Commerce & Exports <i>Vacancy: 1</i>	<ul style="list-style-type: none">• MBA• Proven experience of min 5 years in Sales, Marketing or Operations.• Desired experience in a Client-Facing role from any industry, FMCG experience would be an added advantage	40 years	Rs. 60,000/-
2	Digital Marketing Executive <i>Vacancy: 1</i>	<ul style="list-style-type: none">• Degree in Marketing / Digital technologies• Min 2 years of experience in digital marketing or content marketing.• Experience with graphic design and content production. Good knowledge in creative content writing• Good knowledge and experience with online marketing tools and best practices.	40 years	Rs. 30,000/-
3	MIS Sales Analyst <i>Vacancy: 1</i>	<ul style="list-style-type: none">• Any Degree• Min 2 years working experience in any of FMCG Company or Large FMCG distributor /CFA/ Super stockiest in Sales MIS Data management.	40 years	Rs. 25,000/-

Sl. No.	Position	Qualification and experience	Upper Age Limit (as on 02.09.2024)	Remuneration
	Territory Sales inCharge (TSI) <i>Vacancy: 5</i> <i>Location:</i> <i>Kasaragod-1</i> <i>Palakkad-1</i> <i>Idukki-1</i> <i>Kottayam-1</i> <i>Kollam-1</i>	<ul style="list-style-type: none"> • The candidate must be a MBA graduate or a graduate in Dairy Technology/Food Technology • They should also have at least 2 years of experience in sales • Experience in FMCG sales would be preferred • Aptitude to work in a fast-paced organization with active listening, negotiation, facilitation and reasoning skills • Only individuals who are fluent in English & Malayalam language should apply • Should be willing to travel • Should be highly active and focused to bring sales to the • company • Must have a two wheeler 	35 Years	Rs.2.5 to 3 lakhs(CTC) TA/DA+ Incentives will be extra

Cut-off date for age, qualification & experience criteria is 02.09.2024.

The Roles and Responsibilities of the post are given below

I. BUSINESS DEVELOPMENT MANAGER – MT, E-COMMERCE & EXPORTS

- ❖ Develop and maintain strategic long-term trusting relationships with MT, E-Commerce and Export clients to accomplish organic growth and long-term company objectives.
- ❖ Unearth new sales opportunities through networking and turn them into long-term partnerships.
- ❖ Execution of monthly promotion with creativity at each stores on alignment with our Marketing heads and Category Heads of MT chains.
- ❖ Drive visibility in Modern Trade as a key factor with HO support and relation with MT teams at Regional level.
- ❖ Review of business with MT store team or category manager on driving the sales with their support every month.
- ❖ Driving the promotion in the E-Commerce chains to have edge over the competition on visibility.
- ❖ Driving the TOT parameters with MT, E-Com chains to drive effective and sustainable growth (Effective use of Data Sharing, Driving multiple visibility space, Achieving the monthly Target, and Timely payments).
- ❖ Strong communication & negotiation skills and with an approach of leading.
- ❖ Understand the Regulatory Requirements of all territories to facilitate new business opportunities and business expansion internationally.
- ❖ Serve as Liaison between the Exporter and Company ensuring orders, shipments, payments and issues resolution are timely.

- ❖ Meet with Exporters or other Stakeholders as needed.
- ❖ Coordinates with all concerned parties to support and increase sales volumes in international market.
- ❖ Achieve pre-defined international sales targets. Ensure sales promotion activities and marketing campaigns are executed.
- ❖ Establish and maintain an update sales and marketing database.
- ❖ Should be open for travelling across India, should have good networking presentation and management skills.

II. DIGITAL MARKETING EXECUTIVE

- ❖ Experience with graphic design and content production. Good knowledge in creative content writing
- ❖ Implement digital marketing activities across a broad range of digital marketing channels (SEO, SEM, Social Media, Email, Mobile, Display)
- ❖ Manage and maintain the company's owned media including websites, mobile apps and email/CRM software.
- ❖ Assist in the design and formulation of effective paid campaigns across social media and SEM.
- ❖ Create and execute digital campaigns for new product launches.
- ❖ Manage the creation of relevant and engaging digital content for publishing on various digital platforms.
- ❖ Create and curate social media campaigns, including content creation and publishing.
- ❖ Brainstorms new and creative growth strategies through digital marketing.
- ❖ Conduct research on market trends, brand's audiences and competitors, and end-to-end consumer journey to drive engagements and conversions.
- ❖ Planning, executing and measuring the conversion rates from digital marketing campaigns.
- ❖ Periodic measurement of digital marketing campaign performance and evaluation of the performance against goals and other key performance indicators.
- ❖ Maintain partnerships with media agencies and vendors.

III. MIS SALES ANALYST

- ❖ MIS preparation, MIS development, Sales MIS & Operations, Advance Excel, Mis reporting, Excel Report, Pivot table, V lookup Management, and working knowledge of DMS.
- ❖ Coordination with regional unions for reports / MIS / Trade Marketing reports.
- ❖ Coordination with ASM regarding working update & tracking of Sales Officer & Sales Rep.
- ❖ Coordinate with the sales team by managing schedules, filing important documents and communicating relevant information.
- ❖ Carrying out administrative tasks such as data input, processing information, completing paperwork and filing documents.
- ❖ Downloading data from systems and mapping the same as per the requirements. Daily report generation on Primary & Secondary Sales.
- ❖ Preparing innovative Sales Dashboard and Presentation.
- ❖ Responsible for preparing daily/ weekly / monthly reports using intermediate /advanced excel.
- ❖ Compile & publish various reports on Sales team Input & Output KPIs; Incentives; etc.
- ❖ Verifying sales team expenses. TA/DA, incentive.
- ❖ Assist in the preparation and organizing of POP materials.
- ❖ Requires travel as and when it is required.

IV. Territory Sales in-Charge (TSI)

- ❖ The candidate will be responsible for Sales & Distribution function for a range of value added products
- ❖ Directly responsible for achieving the revenue targets for the territory
- ❖ Build, lead and manage the distributor sales team for achievement of revenue targets
- ❖ Manage distributors and ensure supply of our products in both rural and urban areas
- ❖ Capable of managing both GT and MT distribution
- ❖ Introduction and appointment of new Distributor
- ❖ Ensure Timely and Accurate MIS Reporting
- ❖ Conduct periodic distributor review on the Progress of Business, Weekly, Monthly, Quarterly, and on

Instructions for Scanning of Photograph & Signature

- ❖ Scan the latest photograph of the candidate and upload the same in the space provided in the online application [scanned image shall be less than 200 kB in *.JPG format only].
- ❖ Candidate shall make his/her signature on a white paper, scan the same and upload it in the space provided in the online application [scanned image shall be less than 50 kB in *.JPG format only].
- ❖ The candidate has to scan his/her full signature, since the signature is proof of identity, it must be genuine and in full: initials are not sufficient. Signature in CAPITAL LETTERS is not permitted. The signature must be signed only by the candidate and may not be by any other person.
- ❖ The candidate has to scan and upload CV (in *.PDF format) and all other relevant documents for proof of age, caste, educational qualification and experience in the space provided in the online application [each scanned image shall be less than 3 MB in *.JPG format only].

General Instructions

- ❖ Applicant must be citizens of India.
- ❖ The applicants are required to go through the detailed notification carefully and decide themselves about their eligibility for this recruitment before applying online.
- ❖ **KCMMF/CMD shall not be responsible for any discrepancy in submitting the online application.**
- ❖ Applicants must compulsorily fill-up all relevant fields of the online application.
- ❖ Incomplete/incorrect application form will be summarily rejected.
- ❖ KCMMF/CMD under any circumstances will not entertain the information, if any, furnished by the candidate subsequently. Applicants should be careful in filling-up the application form at the time of submission. If any lapse is detected during the scrutiny, the candidature will be rejected even though he/she comes through the final stage of recruitment process or even at a later stage.
- ❖ The applicant should not furnish any false, tampered, fabricated information or suppress any material information while filling up the application form. If the particulars furnished in the online application form do not tally with the Original documents produced by the Candidate, his/her candidature will be rejected.
- ❖ **The qualification stipulated for the post must be from a recognized University/ Institute. Those applicants having qualification equivalent to any of the prescribed qualification should submit equivalency certificate issued by the competent authority and without such certificate, their applications shall not be considered.**
- ❖ In the event of any information provided by the candidates being found false or incorrect at any stage, their candidature/appointment is liable to be cancelled/terminated without any notice.

- ❖ **CMD reserves the right to call for any additional documentary evidence from candidates in support of educational qualifications/experience/ other notified eligibility requirements.**
- ❖ **Candidates must upload either the original certificate or the provisional certificate issued by a competent authority when submitting their educational Page 2 of 3 qualification certificates. Uploading mark sheets, consolidated mark sheets, or statements instead of certificates will not be accepted, and such applications will be rejected.**
- ❖ Applicants should have a valid personal email ID and mobile no., which should be kept active till the completion of this Recruitment Process. CMD may send intimation to download call letters for written test/proficiency assessment/interview through the registered e-mail ID. In case a candidate does not have a valid personal e-mail ID, he/she should create his/her new e-mail ID and mobile no. before applying online and must maintain that email account and mobile number.
- ❖ The copy of the Appointment letters, Salary Certificates, pay slip etc. will not be accepted in lieu of work experience certificate. In the case of latest experience, applicants may upload an **AFFIDAVIT with details of employer, designation, period, nature of job, tasks and responsibilities. Affidavit is applicable only for latest experience. Experience certificates submitted without specific information like date of joining, relieving, duties and responsibilities, signature and seal of authorised person will not be considered.**
- ❖ **CMD reserves the right to determine the selection process based on requirements. The selection process may include application screening, criteria-based screening, a written test, group discussion, skill test/proficiency test, an interview, or any combination of these methods.**
- ❖ Please note that only shortlisted candidates will receive intimations via email, SMS, or phone call regarding the selection process.
- ❖ Enable email notifications to stay informed about updates and communications. Also, regularly check your spam or junk email folder for important messages
- ❖ Applications with blurred/ illegible Photograph/ Signature/ ambiguous experience certificates will be rejected.
- ❖ CMD/KCMMF reserves the right to modify, cancel the notification or revise the number of posts at any time without assigning any reason or to stop the recruitment process altogether.
- ❖ **Rights for the rules for the cut off marks/shortlisting in all stages of recruitment are reserved by CMD/KCMMF.**
- ❖ The CMD/KCMMF reserves the right to debar any candidate for any malpractice, including for a fraudulent claim of any kind of benefit / relaxation / concession, misconduct.
- ❖ In case of any problems faced by the candidates in filling up the online application form they may contact the HELP DESK on the phone number: 0471 2320101 ext: 237,250 between 10 am and 5 pm on working days (Monday – Friday)

**Sd/-
Authorised Signatory**