

## ANNEXURE - I

### JOB RESPONSIBILITIES

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| 1 | <b>Market Expansion:</b> Identify and target uncovered areas with potential for Aavin products. Develop and implement strategies to penetrate new markets and increase product reach. Identify potential partners for the appointment of new dealers and retailers. |
| 2 | <b>Sales Targets:-</b> Achieve monthly sales target of 20% increase in products sales on the same month of the previous years or any other target set by the management. Monitor sales performance and adjust strategies to meet targets.                           |
| 3 | <b>Relationship Management:</b> Build and maintain relationships with retailers, wholesalers, and other stakeholders in the assigned area. Act as the primary point of contact for any sales and distribution issues in the assigned area.                          |
| 4 | <b>Promotion and Branding:</b> Organize promotional events, campaigns, and activities to enhance brand visibility. work closely with the marketing team to ensure the effectiveness of promotional materials.   |
| 5 | <b>Market Research and Competitor Analysis:</b> Conduct market research to understand consumer needs, preferences, and trends. Analyse competition in the area. Provide feedback to the management on market conditions and potential opportunities.                |
| 6 | <b>Reporting:</b> Prepare and submit regular sales and market activity reports to the General Manager. Analyze and present sales data to identify trends and opportunities for improvement  |
| 7 | <b>Customer Feedback:</b> Gather customer feedback on products and services and relay this information to AGM/ Manager (Marketing). Ensure customer satisfaction and resolve any issues promptly.   |

### ADDITIONAL REQUIREMENTS

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| 1 | <b>Educational Qualifications:</b> Any Bachelor's degree. Masters Degree/Bachelor degree in Marketing, Business Administration, or a related field, additional certifications in digital marketing or sales will be an added advantage.            |
| 2 | <b>Experience:</b> Min 1 year of experience in sale and marketing, preferably in the FMCG or dairy industry.   |
| 3 | <b>Skills:</b> Strong communication and interpersonal skills. Ability to use marketing tools and software. – Analytical skills to interpret sale date and market trends (knowledge of Excel is compulsory. Knowledge of other software's like SPSS |

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|   | and Power BI will be an added advantage).  |
| 4 | Personal Attributes: Goal-oriented and self-motivated.- Ability to work independently and as part of a team.- willingness to travel extensively within the assigned region.- Strong negotiation and problem- solving skills. |
| 5 | Other Requirements:- Valid driver's license and access to personal transportation.- Knowledge of the local market and consumer behaviour in uncovered areas.   |

### **PAY STRUCTURE**

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|---|---|
| 1 | Base Salary: Rs. 15,000 per month.  |
| 2 | <b>Performance – Based Incentives:</b> Sales Incentive shall be 1% of total sales revenue generated, applicable when sales targets (i.e above 20%) are exceeded. Target shall be fixed at 20% increase in sales value of the same month of the previous year in the allocated area. |
| 3 | <b>Travel Allowance:</b> Reimbursement for travel expenses, or a fixed travel allowance depending on the region (Not Exceeding Rs.3000 per month).  |

### **Contract:**

A Field Executive is engaged on Purely Temporary basis. The contract for the engagement of Field Executive will be valid for a period of one year. At the end of the year the contract may renewed based on the performance and the necessity of the Field Executive.

### **Place of Work**

The Field Executive would be posted in major cities, Taluk Headquarters, towns of the districts where the market for milk and by products is yet to be tapped.

### **TA and DA**

The travelling allowance are daily allowance will not paid by union.

### **SELECTION CRITERIA:**

**Educational Qualification:** 33.3%

1. Bachelor's Degree (Mandatory, 1 point)
2. Master's Degree in Marketing/ Business Administration (1 point)
3. Additional Certifications (1 Point each)

**Previous Experience:** 33.3%

1. 1 Year of Experience in sales/marketing (2 Points)

2. Additional years of experience (1 point each, max 5 points)

**Interview: 33.3%**

Assessment of knowledge, skills and personal attributes (5 Points)

**OTHER:**

Mobile Sim will be given by the Union and Sim/GPS tracking would be effected to monitor daily work.

for Salem District Co-operative  
Milk Producers' Union Ltd.,

Sd/- P.Kumareswaran,  
GENERAL MANAGER/DRO

for General Manager.