



KERALA COOPERATIVE MILK MARKETING FEDERATION

No. CMD/KCMMF/06/2024

June 10, 2024

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 Executive (Modern Trade and Export)**, **Digital Marketing Executive** and **MIS Sales Analyst** 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: 12/06/2024 (10.00 AM)

Last Date for submitting online application: 25/06/2024 (05.00 PM)

Sl. No.	Position	Qualification and experience	Upper Age Limit (as on 12.06.2024)	Remuneration (per month)
1	Business Development Executive (Modern Trade and Export) <i>Vacancy: 1</i>	<ul style="list-style-type: none">• MBA in Marketing preferably with Diploma/Certificate in Export Management• Minimum 3 years of experience as a Business Development Executive (Modern Trade and Export) or in a similar client-facing role within the FMCG industry	40 years	Rs. 30,000/-
2	Digital Marketing Executive <i>Vacancy: 1</i>	<ul style="list-style-type: none">• MBA in Digital Marketing (or) BSC in Digital Technology• Minimum 2 years of experience in digital marketing or content marketing with hands-on experience with SEO/SEM and Google Analytics	40 years	Rs. 25,000/-
3	MIS Sales Analyst <i>Vacancy: 1</i>	<ul style="list-style-type: none">• Graduation/ PG Diploma in Data Analysis• Minimum 2 years of working experience in any of FMCG Company or Large FMCG distributor/ CFA/ Super stockiest in Sales MIS Data Management on excel	40 years	Rs. 20,000/-

Cut-off date for age, qualification & experience criteria is 12.06.2024.

The Roles and Responsibilities of the post are given below

I. BUSINESS DEVELOPMENT EXECUTIVE (MODERN TRADE AND EXPORT)

- Develop and maintain strategic long-term trusting relationships with MT and Export clients to accomplish organic growth and long-term 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 team relation with MT teams.
- Review of business with MT store team or Category Manager on driving the sales with their support every month.
- Driving the promotion in the MT chains to have edge over the competition on visibility.
- Driving the TOT parameters with MT chains to drive effective and sustainable growth (Effective use of Data Sharing, driving multiple visibility space, Achieving the monthly Target, and Timely payments).
- Training and developing the Merchandiser on their roles and responsibilities.
- 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 and when 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 and should have good networking presentation and team management skill.

II. DIGITAL MARKETING EXECUTIVE

- Good knowledge and experience with online marketing tools and best practices.
- Experience with graphic design and content production and 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 & Territory Sales In charges.
- 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 Presentations.
- 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 and incentives.
- Assist in the preparation and organizing of POP materials.
- Requires travel as and when it is required.

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

- The applicants are required to go through the detailed notification carefully and decide themselves about their eligibility for this recruitment before applying online.
- 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. The 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 candidature shall not be considered.
- KCMMF/CMD reserves the right to fill or not fill the posts advertised.
- 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.

Sd/-
Authorised Signatory