



Job Specifications for Coordinator – Marketing

Number of Vacancy: 1

Job description: The Coordinator– Marketing will be responsible to lead the marketing efforts for Farmer Producer Organizations (FPOs) promoted by Udyogini. This role involves crafting and executing marketing strategies, overseeing product sourcing, and driving both B2B and B2C initiatives to maximize market penetration and profitability for FPOs promoted by Udyogini.

Key Responsibilities:

- Serve as the marketing face for FPOs, representing their products and brand identity.
- Develop and implement innovative **marketing strategies** to enhance market presence and sales.
- Oversee **product sourcing**, ensuring quality and timely availability from FPOs.
- Drive B2B collaborations, including partnerships with retailers, distributors, and institutional buyers.
- Manage B2C channels, including e-commerce, retail, and direct consumer engagement.
- Conduct market research to identify trends, customer needs, and new opportunities.
- Build and maintain strong relationships with stakeholders, including FPOs, clients, and customers.
- Monitor and analyze marketing campaign performance, preparing detailed reports and insights.
- Lead cross-functional teams for seamless integration of sourcing, processing, and sales activities.
- Identify and mitigate risks in the supply chain and marketing processes
- Develop and oversee products, ensuring efficiency, sustainability, and quality control. By optimizing procurement strategies to balance cost and quality.
- Monitor supply chain operations and ensure timely delivery to markets.

Qualifications:

- Bachelor's/Master's degree in Marketing, Business Administration, or related field.
- Proven experience of 2-3 years in marketing, preferably in agriculture or rural enterprises.
- Strong understanding of B2B and B2C marketing dynamics.
- Excellent communication, negotiation, and relationship management skills.
- Ability to develop and execute data-driven marketing strategies.

Compensation: Fixed INR 420000 to INR 480000 per annum
Variable: On achieving Quarterly assigned Targets

How to Apply: Please share your updated CV to hr@udyogini.org along with a cover letter by December 15, 2024.. Shortlisted candidates will be contacted for an interview.

Do not forget to mention the name of the position in the subject line along with the location in your mail.