



**THE ODISHA STATE COOPERATIVE MILK PRODUCERS FEDERATION LTD.**

The Odisha State Cooperative Milk Producers' Federation (OMFED), set up by the Government of Odisha in 1980, with an aim to promote dairying as a source of livelihood in the rural parts of the State and propel Odisha towards self-reliance in milk and milk products.

The OMFED invites applications from eligible candidates for the position of Deputy General Manager(Marketing).

**JOB DETAILS**

Job Name	Deputy General Manager(Marketing)- Odisha State Cooperative Milk Producers Federation (OMFED)
Designation	Deputy General Manager(Marketing)
No. of Post	01(One)
Qualification	Full time MBA in Marketing from a recognized Institute / University
Experience	Minimum 10 years of experience in Dairy Industry out of which 3 years as Functional Head of Marketing or Sales Division.
Age	50 years as on 31.08.2022
Nature of employment	Contractual Engagement for a period of 3 years. Contract will be renewed every year subject to satisfactory performance.
Monthly consolidated remuneration	The remuneration would be Negotiable, depending on experience and Suitability /Merit

Key roles and  
Responsibility

1. Prepare marketing plan, formulate pricing and undertake market intelligence functions in order to facilitate establishing new/alternate market channel & strategies
2. Ensure implementation of approved marketing strategies on an ongoing basis for milk distribution & marketing of milk products
3. Arrange to conduct market survey, intelligence study at regular intervals and take necessary actions.
4. Identify, select and appoint area wise TCD, distributor ,retailers,, concessionaires for product positioning and market promotion.
5. Consolidate existing market operations with the market share of milk and milk products to reduce the distribution the distribution cost.
6. Ensure strategic for sales promotion, advertising/ display and publicity of milk and milk products .
7. Draw strategies to new product launch and it's successful delivery to establish and capture market.
8. Monitor and ensure prompt attention to market complaints
8. Arrange comprehensive information about distributors, retailers for new initiative
- 10 a) Develop wholesale markets like Govt in institutes, hospitals, Military Stores, defence, industrial canteens, hotels, restaurants etc.  
b) Overview modern format, trade and e com channel strategy and responsible for expansion along with timely execution.  
c) Strengthening and expansion of retail universe.
11. Suggest & implement price, commission to agent/distributor/ retailer of milk & milk products while benchmarking for same.
- 12 Prepare and monitor budget for sales promotion, consumer awareness and advertising & publicity.
13. Arrange for timely execution of transportation tender for hiring vehicles (covered/insulated / refrigerated)for designated routes ,logistics plan for optimum capacity utilization to reduce per litre cost and timely payment.
14. Review of target vs achievement on periodic basis of all marketing dairies.
15. Submission of Tally sheets of all sales proceeds to accounts and it's monitoring beside reconciliation on day to day basis.

- 16.a) Prepare database of inputs and outputs on day to day basis.
  - b) Arrange timely daily, weekly, monthly, quarterly, annual report to management.
17. Coordinate and actively support SAP/ERP activities to it's successful conclusions.
- 18 Maintain rapport with all units of omfed beside other departments as well. Working closely with marketing teams to extend pro active solutions to strengthen market and sales.
19. Prepare strategy and chalk out plan for PAN India / neighbouring States for marketing of milk and milk products especially long life products.
20. .Appraise the performance of the staff reporting as per norms of Omfed.
21. Arrange to provide necessary training for re-skilling and up-gradation to the staff working under you.
22. Undertake timely audit/ reconciliation of all marketing related accounts & activities.
23. Plan & successfully implement digital marketing activities from time to time while keeping IT Department in loop.
24. Any other duties and responsibilities time to time by management.

Submission of application	<p>i) Interested eligible candidates may apply in the prescribed Application Format, as per annexure and submit the same duly filled in and signed along with the proof of documents in a cover superscribed “<b>APPLICATION FOR THE POST OF DEPUTY GENERAL MANAGE (MARKETING)</b>” which should reach the Dy. General Manager (HR), OMFED,D-2, Sahidnagar, Bhubaneswar-751007, Odisha on or before <b>16.09.2022</b>. The application along with the requisite documents can also be submitted through e-mail <b>amhr.omfed@gmail.com</b> or by post.</p> <p>ii) The candidates already employed in Government/Semi-Government/Central PSU/State PSU shall submit “No Objection Certificate” issued by their present employer at the time of personal interview.</p> <p>iii) Internal candidates shall apply through proper channel.</p> <p>iv) Applicant shall attach self-attested copy of the Mark-sheet/Certificates/Documents regarding Age, Qualification, Working Experience, Present Remuneration&amp; recent colour passport size photograph with the Application Form.</p> <p>v) Applications without supporting documents /incomplete/ not fulfilling the prescribed criteria in any respect shall be rejected.</p> <p><b>Selection Process:</b></p> <p>Eligible candidates will be shortlisted and called for personal interview. Selection will be made on the basis of career rating, review of past performance and personal interview by the Selection Committee.</p> <p><b>General Conditions:</b></p> <p>i) Candidates are requested to website of OMFED- <a href="http://www.omfed.com">www.omfed.com</a> for any notification, updates, result etc. relating to recruitment.</p> <p>ii) At any stage of recruitment process, if it is found that the candidate has furnished false or incorrect information, then the candidature/appointment of the candidates shall be cancelled.</p> <p>iii) Interested eligible candidates are requested to fill up the application form neatly without any overwriting or cutting which may lead to rejection of application.</p> <p>iv) Application submitted after the due date shall liable for rejection and cannot be entertained.</p> <p>v) Canvassing in any form will be viewed adversely and may lead to disqualification.</p> <p>vi) Finally selected candidates shall have to produce the required documents at the time of joining as per Rules of OMFED.</p>
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	<p>vii) The decision of Omfed Management will be final &amp; binding on candidates in all matters relating to eligibility, acceptance or rejection of the application, selection of candidate, cancellation of the recruitment process etc. No. enquiry/correspondence will be entertained in this regard.</p> <p>viii) Any dispute arising out of this connection will be subject to jurisdiction of appropriate Courts in Odisha. Courts in Odisha.</p>
<b>Remarks</b>	<p><b>For more details of the position, candidates may refer the website of OMFED at <a href="http://www.omfed.com">www.omfed.com</a></b></p> <p><b>Age limit for the position is 50 years as on 31.08.2022.</b></p> <p><b>Last date for receiving application is 16.09.2022.</b></p>

**ANNEXURE**

**THE ODISHA STATE COOPERATIVE MILK PRODUCERS' FEDERATION LTD. (OMFED).**  
**APPLICATION FORMAT FOR THE POST OF DEPUTY GENERAL MANAGER(MKTG)**

- 1) Post applied for :
- 2) Full Name (in capital) :
- 3) Father's/Husband's Name :
- 4) Date of Birth :  
(As recorded in HSC or equivalent exam) (Attach copy of certificate)
- 5) Age as on 31.08.2022 :
- 6) Sex :
- 7) Category :
- 8) Marital status(Married/Unmarried) :
- 9) Address with PIN Code

Affix recent colour passport Size photograph
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Present Address

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Permanent Address

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- 10) Contact details (a) Phone :  
(b) E-Mail :
- 11) Qualification & Certification (10<sup>th</sup> towards) (Attach copy of certificates):

Sl. No.	Exam passed/ Discipline	Name of the Board/ University/ Institute	Duration of course	Year & month passing	Whether regular course (Yes/No)	Maximum marks	Marks obtained	% of Marks/ CGPA

(In case of CGPA/Grades, please indicate equivalent percentage as per norms adopted by the University/Institute & attach a copy of such norm fixed by the concerned University/Institute)

- 12) Post Qualification Experience (attach copy of certificates)

Sl. No.	Name & Address of organizations worked	Post held	Scale of Pay/ CTC	Basic Pay	Duration of experience (DD/MM/YYYY)		Total years & months of experience	Type of assignment handled/ specific nature of work/duty performed.
					From	To		

**Declaration**

I.....Son/Daughter/Wife of ....., do hereby declare that all the statements made in this application are true and correct to the best of my knowledge and belief. In the event of any information being found false, my candidature/appointment is liable to be cancelled/terminated without any notice to me.

Place:

Date :

(Signature in Full )

Name:

Documents/Certificates Attached:

- 1)
- 2)
- 3)
- 4)
- 5)