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| **About National Cooperative Organics Limited (NCOL)** |
| Realising the potential for scaling up the organic food sector, National Cooperative Organics Limited i.e. NCOL has been set up as a multistate cooperative Society jointly promoted by National Dairy Development Board (NDDB), GCMMF (Amul), NAFED, NCDC and NCCF as promoter members. The vision of the Society is to act as an umbrella organisation to encompass all activities related to organic products produced by co-operatives leading to the realisation of ‘Sahakar se Samriddhi’. To know more about NCOL, please visit : <https://ncol.coop/>NCOL shall launch a range of staples products in the ‘Bharat Organic’ brand across the country and across the channels. |
| **JOB DESCRIPTION** |
| **Position** | Head – Sales & Marketing |
| **Location** | Delhi  |
| **No. of Positions** | 1 |
| **Major Accountabilities**  | 1. Plan and execute an all-India rollout strategy for NCOL products
2. Plan suitable trade and distribution policies in line with the market leader in respective product categories.
3. Plan suitable incentive scheme for various channel stakeholders to ensure achievement of sales targets profitably.
4. Assess the competition and its intensity and plan suitable response mechanism.
5. Provide market feedback from time to time and conduct market research to understand trends and competitors and use insights to refine marketing strategies.
6. Plan Annual & Monthly Sales targets territory wise and channel wise.
7. Team building, deployment, retention and Motivation.
8. Identify and expand into new markets and distribution channels, including B2B, and e-commerce platforms.
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| **Education** | MBA / post-graduation in any discipline with Marketing as a major. |
| **Experience** | Minimum 10-15 years of relevant experience within FMCG, Retail sector of handling sourcing of staples products. Handling of organic products shall be an added advantage.Experience with cooperatives/FPO would be an added advantage. |
| **Approx CTC (per Annum)** | Remuneration would be commensurate with qualification and experience |
| **How to apply** | **Forward updated CV at** **hr@ncol.coop**Last date to apply is 10th Dec’24 |