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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 the 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/> |
| **JOB DESCRIPTION** |
| **Position** | Marketing Manager |
| **Location** | Delhi |
| **No. of Positions** | 1 |
| **Major Accountabilities**  | 1. Defining the ‘Bharat Organics’ brand personality & its marketing objective.
2. Identifying, hiring & coordinating suitable creative agency
3. Create and implement a 360 marketing strategy to drive awareness, brand recall, traffic
4. Packaging & pack designing of range of products to be introduced.
5. End-to-end planning and execution of both online & offline campaigns.
6. Plan both ATL & BTL campaigns in most cost effective manner and be responsible for sales delivery.
7. Scout and implement industry best practices
8. Monitor key performance indicators (KPIs)
9. Analyze campaign metrics (impressions, CPM, CPC, ROAS)
10. Optimize media buying based on performance data
11. Devise and implement performance enhancement strategies
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| **Education** | Graduation in any discipline. Post graduation / MBA with marketing specialisation. |
| **Experience** | 5-8 years of experienceHave hands-on experience in planning and executing Marketing strategy and advertising campaigns in FMCG domain. The candidate should possess excellent analytical skills, be proficient with marketing tools, and demonstrate agility in a fast-paced environment. Strong numerical aptitude and strategic thinking. |
| **Approx CTC (per Annum)** | Remuneration would be commensurate with qualification and experience |
| **How to apply** | **Forward the updated CV to** hr@ncol.coopThe last date to apply is 27th Sep’24 |