



## **NORTH EASTERN REGIONAL AGRICULTURAL MARKETING CORPORATION LTD.**

P&A/48/I-V/Part-III/251

Date: 03/07/2024

North Eastern Regional Agricultural Marketing Corporation (NERAMAC), a Govt. of India Enterprise under Administrative Control of Ministry of DoNER, will conduct an interview for filling up the below mentioned position on **Contractual Basis**.

<b><u>Details</u></b>	<b><u>Requirements/Information</u></b>
<b>Position</b>	Deputy General Manager – Marketing
<b>No of Vacancies</b>	One
<b>Age Limit</b>	Min: 37 years  Max: Not above 50 years as on 01 August 2024. However, relaxation may be given in case of extraordinary/ outstanding candidates based on experience.
<b>Education Qualification</b>	a. First class in any Bachelor's degree and Post graduation degree.  b. 2-year full time MBA/PGDM in Marketing from UGC - recognized Central University or Management Institute of National repute.
<b>Work Experience</b>	Minimum of 15 years' experience in Marketing out of which 05 years should have been at the Manager level, Preference will be given to work in a Govt. of India PSU/PSE, State PSU, Autonomous body of the Govt. of India, or in a corporate of repute. He/She should be able to generate leads in AgricultureBulk/ RetailMarketing and Allied Industries business in Agricultural sector. He should have thorough knowledge about Agri-Horti marketing.
<b>Job Location</b>	Guwahati, Assam
<b>Total Emoluments (In Rupees)</b>	Upto Rs.85,000/- P.M. including PF +3,00,000 /-Medical/Accident group insurance (for the individual)

### **A. Job Role**

The major role of DGM would be to increase business sales by creating organizational – level for both organic and inorganic clientele. With a primary mandate to drive business growth, the incumbent will be responsible for bridging the gap between brand perception and stakeholder engagement, ensuring that

our products and service resonate with current and potential stakeholders. He/She should be proficient in initiating marketing from planning and executing the campaign to analyse ROI ensuring that the company's vision and values are reflected in every marketing campaign.

As a member of the senior management team, the candidate would be involved in strategic planning, evaluation and professional development initiatives mentoring and grooming of his/her team.

## **B. Job Specification**

1. Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark up factors.
2. Monitor and direct the implementation of strategic marketing plans for Agricultural bulk/ retail marketing.
3. Develop budgets towards implementation of marketing plan with ROIs.
4. Presenting analytical data based on market research, trends, etc. to the board.
5. Identification and implementation of right marketing channels for Brand Management. Increase brand visibility and awareness about the product.
6. Maintain relationships with external parties and internal customers.
7. Business and Sales Expansion, lead generation in the market and sales forecasting.
8. Preparing targets for the team members, execution and gross profit contribution from the market achievement.
9. Inventory Management for bulk and retails goods. Responsible for logistic and supply chain management.
10. Ensure all the compliance are renewed periodically like FSSAI and others.
11. Should be a good motivator with exceptional communication skills/ Analytical Skills & Team work and People Management Skills.
12. Team hiring, development, retention and productivity.

## **C. General Terms and Conditions.**

1. Before appearing for the interview, candidates should ensure that he/she fulfills the eligibility and other criteria mentioned in this advertisement.
2. All qualifications must be from UGC recognized University/ UGC recognized deemed University or AICTE approved autonomous institutions/ equivalent degree under recognized by the Govt. of India (where ever applicable).

3. Interested candidates may appear for the interview along with their full Bio-data, necessary educational and experience certificates in original.
4. The applicant must be a citizen of India.
5. The candidates having maximum experience of Public Sector Undertaking/ Large Organization of repute would be preferred.
6. Post probation period of 6 months, the engagement will be initially for a period of 2(Two) years. However, depending upon the requirement of the Corporation and the performance of the person engaged, the period of engagement can be extended/ renewed.
7. The engaged person will be entitled to draw a consolidated monthly remuneration only. During the validity of this contract no other allowance, remuneration, shall be payable to him/her on account of working on holidays and/or outside office hours. However, he/she will be entitled to Leaves as per the Corporation rules for contract employees. Further, the selected candidate would be eligible for increment as per policy promulgated from time to time.
8. The engaged person is liable to be transferred to any other location/ branch as and when required by the Corporation
9. During the validity of the contract of engagement, while on duty, engaged person shall
  - (a) Observe punctuality and discipline.
  - (b) Attend office on all working days, and if necessary, on holidays. If required, he/ she will have to work even beyond normal office hours.
10. This contract of engagement is terminable by the Corporation at any point of time by giving two months prior notice if the performance of the engaged person is not found satisfactory.
11. The engaged person(s) also reserves his/her right of terminating this contract of engagement by giving the Corporation two months prior notice in writing or payment of his/ her consolidate remuneration for one month in lieu thereof.
12. The engaged person(s) will have no right to claim any addition benefit/compensation/ absorption/regularization of services in the Corporation during or after the period of engagement under any provision.
13. Persons working under Central/State Govt./Public Sector Undertaking/ Autonomous bodies should submit "NO OBJECTION CERTIFICATE" at the time of interview, from their present Employer.
14. The candidates are advised to give specific, correct, full information. In case it is detected at any stage that a candidate does not fulfil the eligibility criteria, his/ her candidature shall be rejected/ cancelled without assigning any reason, thereof. Similarly, even after joining, if it is found that he/she has furnished any incorrect information or suppressed any material information, his/her services shall be summarily terminated.
15. NERAMAC Management reserves the right to cancel candidature of any candidate/ or cancel recruitment process of any aforesaid post without assigning any reason.
16. Mere fulfilment of eligibility criteria/norms does not entitle a candidate to be called for

test/interview. Management reserves the right to raise standard of specifications i.e., qualification/percentage of marks/ experience higher than that of the minimum prescribed in the advertisement to restrict the number of candidates to be called for test/interview.

17. Any legal proceedings in respect of any matter of claim or dispute arising out of this advertisement and/ or an application in response there to shall be subjected to jurisdictions of Court at Guwahati only.

18. No TA/ DA will be paid to any candidate for appearing in the interview.

19. Appointment to the post will be subject to being found medically fit as per the prescribed Health Standards.

20. Any modifications/ amendments in the advertisement will be given on the NERAMAC website only i.e., [www.neramac.com](http://www.neramac.com) and no separate advertisement will be issued.

21. In case of any clarification applicant can contact Ms. Krishna Roy, AM-HR, NERAMAC (7002266904).

22. Interested candidates are requested to mail their application form along with their CV & testimonials to [amhr@neramac.com](mailto:amhr@neramac.com) or post/courier hardcopy to the following address on or before 22 July 2024 (Monday) till 5.00P.M.

**Office Address:**

NERAMAC Ltd.

No.9, Rajabari Path Ganeshguri,

Guwahati – 781005

23. Only Shortlisted candidates will be received call/ email for appearing in the interview.

**Sd/-  
Managing Director**