

## **Recruitment Advertisement**

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The district administration has devised the District Transformation Committee to drive the holistic development of the district through the facilitation of coordination and convergence of departments and agencies and bringing innovative practices in the district. Under the said committee district administration has started a project on Minor Forest Produce Items. In order to provide a good forward linkage to the project, a professional from the field of marketing is required. Following list provides the detailed information about requirements for the position.

### **Name of the Post: Marketing Coordinator**

### **Number of Positions: 1**

### **Essential Requirements:**

1. Master's degree in appropriate field of Marketing/Business Administration/ Relevant discipline
2. Five years of working experience in relevant field with up to 2 years of work experience in rural area after the completion of master's degree

### **Preferred Requirements:**

1. Working knowledge of customer relationship management (CRM) and content management system (CMS) platforms.
2. Demonstrated project management experience.
3. Research and analytical skills.
4. An understanding of marketing tools and tactics.
5. Understanding of the principles of marketing
6. Knowledge of marketing tools and techniques
7. Proficient in relevant computer applications
8. Proficient in social media marketing
9. Proficient in reading and writing of English
10. Planning and organizing
11. Documentation
12. IT Capability
13. Experience of working with Minor Forest Produce or in related or allied areas

14. Communication skills (Proficient in speaking English and Hindi. Individual with understanding of Marathi will be preferred.

**Main Job Duties and Responsibilities:**

1. Design and develop marketing materials
2. Liaise and correspond with outside vendors and suppliers
3. Monitor production of marketing materials
4. Oversee distribution of marketing materials
5. Draft press and media releases
6. Liaise with public relations and media contacts
7. Help prepare and conduct product presentations
8. Help plan, coordinate and participate in marketing events
9. Execute direct marketing campaigns
10. Prepare online marketing campaigns
11. Develop and implement strategies for social media platforms
12. Update necessary platforms and social media tools
13. Oversee loyalty and rewards programs
14. Conduct market research
15. Monitor competitive activity and market trends
16. Monitor and assess customer feedback
17. Maintain customer information via marketing database and CRM system
18. Collect and analyze sales data to prepare marketing reports
19. Track, coordinate and assemble data to measure outcomes of marketing programs
20. Communicate with sales and production regarding product and pricing changes
21. Maintain promotional materials inventory
22. Maintain archive of marketing materials

**Remuneration:**

Monthly remuneration of Rs. 50,000 (inclusive of all expenses)

**Contract Period:**

Contract period will be renewable after 11 months subject to satisfactory performance and decision by the committee.

**Terms and Conditions:**

1. The chairman of District Transformation Committee reserves all rights to amend the requirements, responsibilities, selection and termination of process and candidate of the said position at any point of time.
2. The position will be filled on contract basis and will not be converted into a permanent job.
3. In case of finding the information provided by the applicant in the application form to be untrue, the applicant stands to be disqualified and eligible for appropriate legal action.
4. Application will only be accepted in online form any other offline communication of application form will not be considered.

**Mode Application:**

Walk in Interview

**Date of Application:**

March 21, 2022 to March 28, 2022

**Google Form Link:**

<https://forms.gle/bTRSq9uQFz4sU6iU9>

**Links for Recruitment Details and Application: (Notice\_Recruitment Section)**

[https://gadchiroli.gov.in/notice\\_category/recruitment/](https://gadchiroli.gov.in/notice_category/recruitment/)

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