

Detailed advertisement



Agri-Horti Marketing Project: Eligibility, Job Descriptions and Selection Process

1. Position: Manager (Marketing)

Location: NEDFi Head Office, Guwahati (with travel across North-Eastern states as required)

Remuneration: INR 50,000 per month

Eligibility Criteria:

- Post-Graduate degree in Marketing or a related field (preferred)
- Minimum of 7 years of relevant experience

Job Nature: Contractual (11 months)

Job Responsibilities:

- Develop and implement comprehensive marketing strategies to drive user (sellers/buyers/service partners) acquisition, engagement, and retention for the web portal and mobile app.
- Conduct in-depth market research to understand the needs and preferences of producers, buyers, and service providers.
- Plan, execute, and monitor marketing campaigns, workshops and cluster trainings to promote platform features and benefits.
- Facilitate seamless onboarding process for producers, buyers, and service providers, ensuring a smooth and hassle-free experience through the field team.
- Establish thorough verification and authentication process on the field for registering users thereby ensuring that only genuine users are granted access to the platform
- Establish and nurture relationships with key stakeholders, including producers (FPCs, SHGs, progressive farmers), buyers (organized buyers, exporters, aggregators), and service providers (transportation, cold storage, cold chain etc).
- Facilitate engagements/collaborations with various stakeholder organizations involved in the Agri-Horti sector.

- Monitor cluster wise seasonal crop production in the Northeastern region and facilitate matchmaking between producers and relevant buyers.
- Analyse market trends and user behaviour to identify opportunities and address challenges.
- Facilitate advance bookings and agreements between buyers and farmers to streamline transactions.
- Explore and manage partnership opportunities to enhance the platform's reach and functionality.
- Develop and execute initiatives to increase traffic and user engagement on the portal.
- Manage and supervise the daily marketing activities of the field team, ensuring that strategies and campaigns are implemented effectively.
- Prepare regular reports on the progress and outcomes of marketing activities, workshops, and stakeholder engagements.
- Develop and oversee the creation of engaging content for the website, mobile app, social media, and other marketing materials
- Plan regular travel across the North-Eastern states to oversee and support field activities, address issues, and gather insights to inform strategic decisions.
- Collect and analyse user feedback to continuously improve the platform's services and address any issues.

2. Position: State Level Field Executive

Location: Capital branches of NEDFi in each state

Remuneration: INR 20,000 per month

Qualifications:

- Bachelor's degree in marketing, Business Administration, or a related field (preferred)
- Minimum of 2 years of relevant work experience in marketing or field operations.

Job Responsibilities:

- Conduct regular travel across the state field operations and gathering market intelligence.
- Implement state-level marketing and awareness programs for the NE-RACE platform as directed by the Field Team Supervisor.
- Conduct field visits and engage with local stakeholders, businesses, and community members to promote the NE-RACE platform.

- Engage with local communities to promote the platform and ensure widespread adoption and effective use.
- Conduct sessions to explain the benefits of the platform, assist with registration, and provide ongoing support to ensure successful integration.
- Handhold producers, buyers, and service providers in the onboarding process, providing guidance and resolving any issues to ensure a smooth integration with the platform.
- Address and resolve any operational issues encountered by producers or buyers in the field, ensuring a seamless experience.
- Ensure accurate documentation of field activities, program progress, and stakeholder interactions.
- Gather local market insights and feedback directly from producers and buyers to support the Marketing Manager's strategic planning and campaign development.
- Coordinating with various state level organizations and agencies involved in the Agri-Horti sector.
- Gather user feedback on platform functionality and market needs, reporting insights to the Marketing Manager for continuous improvement.

Application Process:

Interested candidates can send their resumes to advisory@nedfi.com, nerace2024@gmail.com by 20-08-2024

Selection Process:

- Shortlisting
- Technical Round – Over phone or VC
- Interview – Over Phone or VC