



COFFEE BOARD, BENGALURU

Inviting Application

Ref No: MAR/MIU/Roasting/75

Date: 20.03.2023

Subject: Engagement of Marketing Executive at Coffee Board Roast & Ground Unit, Bengaluru on full time contract basis-reg.

Coffee Board Roast & Ground Unit invites application from experienced and dynamic persons for engagement as Marketing Executive in Coffee Board Roast & Ground Unit on full time contract basis, based at Bengaluru.

1. **Category:** Marketing Executive
2. **No. of Position:** 01
3. **Place of Work:** Roast & Ground Unit, Coffee Board, Bengaluru.
4. **Duration of Engagement:** 11 Months
5. **Consolidate Remuneration:** Remuneration Rs. 30,000/- per month
6. **Eligibility-**
 - (a) **Essential Educational Qualification:** PG Diploma (Marketing) or MBA (Marketing) from recognized Management Institute/University.
 - (b) **Essential Experience:** Minimum of six months experience in marketing/digital marketing

7. Job Description and Key Responsibilities:-

She/he primarily responsible for direct sales/digital marketing of Coffee Board Coffee Products. She/he will be regularly engaged in client interface and sales, including preparation of own sales/promotion material such as presentations/posters/proposals etc. Her/his responsibilities shall include, inter-alia, the followings;

- i. Actively seek out new sales opportunities through open market visits, corporate/institutional engagement and networking.
- ii. Set up meetings with potential clients.
- iii. Participate on behalf of the organisation in exhibitions or conferences as part of the Sales initiatives.
- iv. Developing and improving marketing plans unique to Coffee Board Coffees (generic promotion).
- v. Conceiving and improving existing Coffee Board marketing strategies.
- vi. Networking with Retail Stores, large contractors, partner organisations and other business stakeholders.
- vii. Conducting marketing research and analysis to produce relevant marketing information and evaluate Coffee consumption trends.
- viii. Monitoring the ongoing marketing digital campaigns and improving the same based on the budget allocated.
- ix. Monitoring Coffee market trends and analysing customer buying activities to identify new business opportunities.
- x. Coordinating promotional activities of the Coffee Board and domestic events.
- xi. Sales Processes:

- a. Updating of routine MIS and Sales Projections
- b. Establishing and Maintaining Market Relationships

8. Key skills and Competencies:-

Candidates who are dynamic, confident, with sound knowledge of sales practices and possessing the following:-


- i. Good communication skills and the ability to network
- ii. Creativity, writing and design skills
- iii. Commercial awareness
- iv. Good organisation and planning skills
- v. IT skills, including social media and video editing, digital media analytics etc.
- vi. Ability to work in a team as well as capacity to self-start and run with the revenue targets.

9. Age: Below the age of 35 years as on the last date of receipt of applications.

10. The terms and conditions of these engagements are as given under:

- i. The services will be purely on contractual basis. The persons engaged shall have no claim either implicit or explicit, for his/ her absorption or regularization in Coffee Board's Roast & Ground Unit.
- ii. The person will be engaged on full time basis and will not be allowed to take up any other assignment during the period of contractual engagement.
- iii. Persons engaged on contract basis can be assigned additional task apart from the specific tasks for which they are engaged.
- iv. Period of engagement shall initially be for 11 Months with an appraisal which may be extendable based on requirement of the organization and performance review.
- v. The engagement can be discontinued/ terminated with one- month notice or one month's salary in lieu thereof by either side without assigning any reason.
- vi. No claim of pensionary benefit on account of this contractual engagement shall be admissible.
- vii. Coffee Board Roast & Ground Unit reserves the right to conduct test and/ or interview of the shortlisted candidates.
- viii. No TA/DA etc. will be paid for attending the test/interview.
- ix. Remuneration offered may be negotiated for suitable candidate, at the sole discretion of Coffee Board, on the basis of last drawn salary, years of experience and candidate potential.

11. Those Candidates who are eligible and willing to work on above terms and conditions in Coffee Board Roast & Ground Unit, having requisite qualification and experience mentioned above may send their updated Curriculum Vitae at e-mail: coffeergunit@gmail.com on or before 27.03.2023 by 6:00 PM. Any applications received after the prescribed date and time will not be accepted. Applications received without requisite information will be liable for rejection.


Deputy Director (R); MIU

To,

Copy to:

- (i) DS to CEO & Secretary, Coffee Board, Bengaluru
- (ii) Office of Director of Finance, Coffee Board, Bengaluru
- (iii) Office of Director of Research, Coffee Board, Bengaluru