

ANDREW YULE & COMPANY LIMITED
(A Government of India Enterprise)
8, Dr.Rajendra Prasad Sarani, Kolkata-700 001
CIN - L63090WB1919GOI003229
[Recruitment Advertisement No. 2023/06]

THE COMPANY:

Andrew Yule & Company Limited (AYCL) is engaged in the manufacture, sales and servicing of various industrial products like Transformers, industrial fans etc. The Company also has fifteen tea gardens under its control. AYCL became a Government of India Enterprise in 1979. The Company today is a multi-product, multi-unit Company having three Operating Divisions namely, Engineering, Electrical and Tea Division and one service Division viz. General Division.

Applications are hereby invited from suitable candidates for the following post on Contractual Basis in Tea Division of the Company. Candidates having requisite qualification and experience as indicated below may apply accordingly:

Post Code No.	Division / Department, Location	Position & Equivalent Grade & Period of engagement, No of Post	Qualification Required	Min. Post Qualification Exp.	Gross Consolidated Pay & Allowance	Max Age (Yrs.)
2023/06/02.	Tea Division, Kolkata.	Officer (Digital Marketing)/Assistant Manager (Digital Marketing) in Grade E1 / E2. 05 years, 01 post	Bachelor Degree in Engineering / Degree in Digital Marketing/Degree in Mass Comm./Journalism. Preference will be given to the candidate having additional MBA degree or equivalent in Marketing / Digital Marketing.	Minimum 02/03 years of online sales and/or marketing experience, with at least 01 year dedicated to e-Commerce marketing, advertising, PPC Campaign Management, CMS & backend, Digital Marketing, Google AdWords Campaign Management etc. will be preferred.	Consolidated sum of approximately Rs. 0.60/ 0.75 lakh per month plus conveyance and mobile reimbursement equivalent to Grade E1/E2.	32/37

ELIGIBILITY CRITERIA:

- Officer (Digital Marketing) / Assistant Manager (Digital Marketing), Tea Division on Contractual basis for 05 (five) years in Grade equivalent to E1 / E2 :**

The candidate should have minimum 2/3 years post qualification experience of online sales and/or marketing experience, with at least 1 years dedicated to e-Commerce marketing, advertising, PPC Campaign Management, CMS & backend, Digital Marketing, Google AdWords Campaign Management etc. Appointment will be on Contractual basis for an initial period of 05 years which could be renewed thereafter for a further period of 05 years or up to superannuation whichever is earliest based on performance and need of the Company.

JOB DESCRIPTION:

The brief job description includes:

- (i) Planning and development of the digital strategy including campaigns, promotional activities, offline and online marketing initiatives, website management including SEO and creative content & design including media planning & buying etc. in collaboration with the marketing team.
- (ii) Contribute to the growth and profitability of the business by developing long-term/short term marketing strategies and plans for e-Commerce and apps.
- (iii) Take business responsibility for developing, planning, forecasting, and implementing marketing programme and promotions.
- (iv) Identify and execute new opportunities to expand marketing activities, including but not limited to, promotions, online events, and experiences, marketing partnerships through influencers, social media and relevant digital initiatives.
- (v) Increase e-Commerce market share through merchandising, messaging, and marketing strategies to meet end customers' needs.
- (vi) Understand trends, potential demand, and competition; make recommendations to develop and introduce new programs that increase sales.
- (vii) Provide budget analysis for e-Commerce marketing. Monitor the success, impact, and contribution of all programs, and communicate this information to leadership on a timely basis.
- (viii) Provides Product Management with ongoing analyses and evaluations of the performance of initiatives, trends, potential demand, and competition, making recommendations to increase sales.
- (ix) Monitor competitor promotions for each product group. Apprise product management of competitor activities and changes in the marketplace. Maintain continuous awareness of competitive products, pricing, performance, market share, etc. for purpose of recommending product continuance or modifications, market potential, etc.
- (x) Maintain continuous contact with customers, sales, trade groups, engineering, and all other internal and external sources which can contribute to the development of new ideas to satisfy consumer needs, are marketable, and provide for tea's growth and increased profit.
- (xi) Actively participate in seminars, professional organization meetings, trade shows, etc. to keep abreast of new marketing concepts or other developments germane to the function.

Approximate CTC:

Rs. 8.30 lakh/10.03 lakh- including, conveyance, mobile reimbursement as applicable for equivalent Grade E1/E2 and PF contribution & Gratuity as per act:

The consolidated sum of Rs. 0.60/0.75 lakh per month(approx.) will be paid for grade E1/E2 respectively. The DA will be on IDA pattern and will be revised quarterly. The incumbent will be entitled to other allowance /benefits (including Conveyance, mobile reimbursement as per rule of the Company and PF, Gratuity as per applicable Acts). Apart from the above the incumbent will not be entitled to any other allowances, benefits and reimbursements as are enjoyed by employees in the regular employment of the Company. In case the candidate is required to undertake an official tour for the said assignment, the expenses incurred for the said tour, will be reimbursed at actuals, as per Travelling & Daily Allowance Rule applicable for employees in equivalent Grade subject to approval of the Competent Authority. Applicable deduction like employee contribution to PF and taxes will be deducted as applicable.

How to Apply:

- a. Candidates satisfying the conditions of eligibility criteria shall apply on-line through the Company's website www.andrewyule.com -> career opportunity -> online submission of application-> Advt. No. 2023/06/02 -> Apply Now.
- b. No other mode of submission of application is allowed.
- c. Before applying on-line, a candidate must have a PAN /Aadhaar card, an active email ID and a mobile phone number which must remain valid for at-least a twelve-month period for future communication (including issue of call letters).
- d. The candidate should have scanned copy of Latest passport size photograph in JPG/JPEG format (size not exceeding 1 MB) ready for uploading before applying on-line.
- e. Queries, if any, may be addressed to the following e-mail id pna@andrewyule.com.
- f. AYCL shall not be responsible, if candidates fill up their details wrongly and consequently their application is rejected.

Other Conditions:

- (i) This is not a regular employment and does not entitle any privilege or benefit of regular employment. It is only a contractual employment on fixed term basis.
- (ii) At no point, the claim for regular employment shall be entertained.
- (iii) The tenure of appointment is initially for a period of 05 (Five) years and will be terminated automatically after expiry of 05 (Five) Years. However, the period of contractual engagement can be reduced/ terminated at any time due to unsatisfactory performance of the individual.
- (iv) The contract may be renewed at the discretion of the Management based on satisfactory performance of the candidate and subsequent requirement of the Company.
- (v) Monthly consolidated remuneration only will be paid during the period of the contract. Applicable taxes will be deducted as applicable.
- (vi) The date of determining the upper age limit, qualification and experience shall be the date of publishing of advertisement.
- (vii) Reservation for SC/ST/OBC/minority/differently-abled persons/EWS applies as per guidelines of the Union Government.
- (viii) Documents in support of experience, qualification etc. is required to be produced in original for verification at the time of interview. If any of the documents are not produced by the Candidate at the time of interview for verification and ascertaining their eligibility, then he or she will not be allowed to appear for the interview.
- (ix) Candidate will not be provided TA/DA for attending the interview.
- (x) The Company reserves the right to shortlist the candidates based on parameters decided by the Company and no clarification in this regard will be entertained at any stage.
- (xi) The Company reserves the right to cancel the entire recruitment process at any time without assigning any reason whatsoever.

- (xii) No correspondence will be entertained with the candidates not selected for interview.
- (xiii) Misrepresentation or falsification of facts detected at any stage of the selection process or instances of misconduct/misbehaviour at any stage during selection shall result in cancellation of candidature without any notice and no correspondence in this regard shall be entertained.
- (xiv) The candidates meeting the eligibility criteria need only apply. The candidates will be required to produce the original documents in support of qualification, experience and age at the time of interview.
- (xv) The candidates working with Govt. Departments, statutory corporations, Public Sector Enterprises should apply strictly through proper channel and must enclose a No Objection Certificate while sending the Application. The No Objection Certificate may also be produced before the interview, if not enclosed with the Application. However, in the event of difficulty, they may apply directly and produce the relieving order from their Organization in the event of selection.
- (xvi) Applications that are incomplete, not in prescribed format, not legible, shall be summarily rejected without assigning any reason and no correspondence in this regard shall be entertained.
- (xvii) Company takes no responsibility to collect any certificate/ documents sent separately.
- (xviii) Candidates are advised to carefully read the full advertisement for details of eligibility criteria before submission of application. Multiple applications from the same person against a post are not permitted and such applications are liable to be rejected.
- (xix) Mere submission of application and fulfilling the eligibility criteria gives no right to appear for interview and/or employment. The management reserves the right to short list the candidates for Interview. No correspondence shall be entertained about the outcome of the application.
- (xx) The candidate fulfilling the criteria should submit only one application against his or her name. Management reserves the right to select the candidate in the post mentioned above.
- (xxi) Selection of candidates will be through interview/any other method as may be decided by the Management.
- (xxii) The company reserves the right to reject all or any of the applications received without assigning any reason thereof.
- (xxiii) The Company reserves the right to relax (enhance) the maximum age limit for outstanding candidates depending on the need.
- (xxiv) Circumstances warranting the incumbent may be selected at a grade one step below.

- (xxv) The selected candidates may be transferred and placed anywhere in India and transfer is a service condition.
- (xxvi) Any update, corrigendum etc. of this advertisement shall be posted at Company's website - www.andrewyule.com only. Hence candidates are requested to regularly check the website.
- (xxvii) The number of vacancies is indicative. The company reserves the right to increase or decrease the number of vacancies purely on need basis at any point of time.
- (xxviii) Panel may be drawn from the recruitment process which will be valid for one year and it may be used to fill up vacancies arising subsequently in the said posts. This is only indicative.
- (xxix) The email id and mobile number given in the application form will be used for further communication in this regard.
- (xxx) Any dispute with regard to the recruitment against this advertisement shall be under the legal jurisdiction of Kolkata (West Bengal) only.

Interested candidates may apply online through the link given in the website www.andrewyule.com on or before October 24, 2023.

Important Dates:

- 1) Opening date of application : October 04, 2023
- 2) Last date of receipt of application : October 24, 2023

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