

# **VIKSAT, Ahmedabad**

Requires

## **Marketing Manager**

**VIKSAT**, established in 1977, is engaged in promotion of participatory management of natural resources, believes that goal of sustainability in natural resources development and management can be achieved through decisive participation of the local communities aided by enabling role of the government agencies. VIKSAT is implementing sustainable Natural Resource Management (NRM) and livelihood activities currently through its five field offices in six districts of Gujarat. More information about VIKSAT and its activities is available on [www.viksat.org](http://www.viksat.org).

VIKSAT is looking for a Marketing Manager who will be responsible for the promotion of the Farmers Producer Organizations and their marketing activities.

### **Qualification & Experience**

Masters' Degree in Agriculture Business Management (ABM), Marketing, Business Administration with two years post qualification work experience or an equivalent combination of education and relevant experience. Should have sound understanding of natural resource management, sustainable agriculture, develop, design and execute marketing strategies, campaigns and activities that strengthen the brand, agricultural value chain development, producer organizations, rural livelihoods and related developmental issues.

For the position, experience of project management, preparing work plan, budgets and good interpersonal and management skills required. Relevant experience in the development sector, especially in the field of sustainable rural development, NRM, livelihoods, entrepreneur development, market linkages, capacity building, people's institutions, etc. preferred. Comfort with computer applications and internet a must. Should be willing to work under challenging conditions and have a strong commitment to quality. Fluency in English, Hindi and Gujarati is essential. Experience in proposal development and fund raising is desirable.

### **Work Profile**

This is a middle management level positions. The person is required to independently handle the responsibilities, which include:

- Work with key stakeholders to agree the brand qualities of FPOs & VIKSAT in light of the new business strategy
- Develop, design and execute marketing strategies, campaigns and activities that strengthen the brand and which support the drive for revenue growth
- Capacity building of the programme team, FPO Board of Directors and People institutions
- Prioritise opportunities to increase customer attraction, retention and development
- Liaise closely with the Manager and FPO BoDs to ensure that their business areas are central to the marketing deliverables
- Understanding and developing business plan, including expenditures, research and development appropriations, return-on-investment and profit-loss projections
- Provide regular reporting about the marketing activity and results, ensuring that each key area of the business are reported on and responded to accordingly
- Supporting FPOs for fundraising activities through appropriate marketing initiatives
- Liaise and form partnerships with other organisations as necessary, including relevant agencies, businesses and individuals, in order to promote FPOs' & VIKSAT mission

- Represent VIKSAT & FPOs at external events and networking opportunities where applicable, so as to promote its work and goodwill
- Participate and contribute to relevant meetings including bi-monthly programme meetings and operations meeting where relevant
- Undertake such other duties as may reasonably be required from time to time

### **Key deliverables**

- Demonstrate excellent team work, exceptional communication skills, and be able to lead and guide a team
- Demonstrate experience in marketing communications and strategic marketing - including involvement throughout the planning and implementation process
- Conduct the market research survey and translating findings into an actionable plan and setting deliverable as agreed by FPOs and VIKSAT
- Establish processing units for value addition and marketing of agriculture produces
- Develop business plan and increase the turnover of FPOs multi-fold
- Execution of successful social media and email marketing campaign to enhance the business and revenue of the FPOs
- Monitor and manage business plan working with the FPOs and Manager to ensure that any spend takes into account cash flow forecasts
- Set realistic performance indicators and generate meaningful market communications reports for the FPO Boards
- Capacity building of programme team, FPO Board members and People Institutions on various aspects of FPOs.

**Salary:** Consolidated salary depending on qualification, relevant experience and considering equity within the organization.

Positions are based at Ahmedabad. However, the work would involve travel within Gujarat and also to other States. The candidates should be willing to travel as required.

Selected candidate will be offered fixed term appointment, initially for a period of one year; extendable based on performance.

### **How to apply**

- Interested candidates should send a covering letter explaining why they should be considered for the position along with latest resume.
- Clearly indicate your last drawn salary and expected minimum salary in the application.
- These are immediate requirements. Hence, applications are being considered on rolling basis till suitable candidates are found.
- Clearly indicate the post applied for in the subject line of your email application.
- Only shortlisted candidates will be contacted. No inquiries over phone/mail please.

### **Please send your applications to**

The Director, VIKSAT, Nehru Foundation for Development, Thaltej Tekra, Ahmedabad - 380 054  
Or email it to: [viksat.jobs@gmail.com](mailto:viksat.jobs@gmail.com)