

Mission Manager – Marketing & Branding

Background and General Description:

The Government of India has launched The National Rural Livelihoods Mission (NRLM) under the Ministry of Rural Development (MoRD). The Mission aims at creating efficient and effective institutional platforms of the rural poor enabling them to increase their household income through sustainable livelihood enhancements and improved access to financial and public services. The agenda is to mobilize the rural BPL households into self- managed, federated institutions and support them for livelihood collectives. In addition, the poor would be facilitated to achieve increased access to their rights, entitlements and public services, diversified risk and better social indicators of empowerment.

Further to these objectives, the Government of Maharashtra has constituted the Maharashtra State Rural Livelihoods Mission, registered under the Societies Act 1860. A State Mission Management Unit has been constituted as a dedicated support structure to deliver the mission in the State. The MSRLM aims to build a team of high quality professionals for providing technical assistance to the districts in various thematic areas such as human resource management, rural livelihoods, social inclusion, environment management, financial inclusion etc.

Persons recruited and performing successfully could expect to be associated with the mission on a long term basis. For administrative policy reasons, the contract of this position will be for 11 months and renewed further based on performance and requirement.

Posting:

The posting will be at State Mission Management Unit (SMMU) level in Belapur, Navi Mumbai

Reporting:

The person recruited will be reporting to the State Mission Manager – Livelihood

Duties and Responsibilities

Following are the indicative Duties and responsibilities of **Mission Manager – Marketing & Branding**

- Take up challenge of developing value chains for identified products/ commodities, and ensure sustainable linkages with local markets.
- Launch & track implementation of Project Idea across regions. Work with cross functional team to overcome teething trouble for its successful launch.
- Develop parameter to judge Project idea effectiveness; bring about improvement based on learning / experience in field.
- Develop parameters to judge performance on different matrix, and communicate it on regular basis both upward and down ward to help improve productivity.
- Analyze market development plan for regions and track its implementation.
- Assist in developing tool for different stake holders such as farmers, Channel partners etc to help improve efficiency and productivity.
- Support to community level institutions to develop products which are in sync with current market demand in-order to ensure better price realization and value addition for stakeholders.
- Maintain a database of institutional buyers /vendors relevant to the products made by SHGs and other affiliated groups.
- Support in organizing seminars /workshops showcasing products of SHG's to institutional buyers, financial institutions and general public.
- Assist in promoting work environment to maximize intra thematic and cross thematic exchange of ideas, plans and strategies for implementation.
- Promoting Micro Enterprise as a part of Rural Development Projects and justify all projects schedule and risks through necessary documents
- Involvement in Project Planning / Project Management in Rural Development

Minimum Qualification and Experience

PG degree or PG diploma (two years) completed in MBA- Marketing or Entrepreneurship Development or Social Marketing completed from recognized university/Institute with 5 years of total experience. Minimum

3 years of Relevant Experience in the field of Marketing & Linkages in Rural Development Sector at Managerial level. Knowledge of Marathi is desirable and MS Office is essential.

Desired Domain Knowledge and Experience

- Should have experience including marketing of farm/ off farm products, commodity trading/ marketing.
- Should have experience of promoting producers' companies, facilitating their operations and establishing market linkages for better price of produce.
- Should also possess skill of establishing business network and liaison with business enterprises, government and service provider agencies.

Desired Competency and Attributes

- Ability to recognise complexity, analyze and act – Proactive in identifying issues and bottlenecks with ability to think Out of Box for innovative solutions.
- Intensity, Integrity and Intelligence – Willingness to travel 'extra mile' in order to work for communities with the ability to translate knowledge into purposeful action
- Inclusive Approach – Sensitive to needs of vulnerable and marginalized communities and including them in the development process
- Team Player- Thrives working in a large team with the ability to demonstrate leadership skills wherever required.
- Integrative Skills - Understands relevant cross-sectoral areas how they are interrelated;
- Articulate and demonstrate clear results – Possesses effective communication skills to deal with different stakeholders with ability to achieving objectives in challenging situations.

Age limit:

- Open Market Candidate: Age of candidate should not more than 45 Years as on 1st Oct 2017.
-

Monthly CTC : Rs 60,000/-

How to apply:

Interested candidates can send their online application on www.jobs.msrlm.org or www.umed.in **Last date of online application submission is 25th October 2017.**

-----End of Document-----