Applications are invited from eligible candidates for the under-mentioned vacancy situation for Nature Environment & Wildlife Society (NEWS):

Name of the post: Marketing Officer (Related to Tourism and Agri-marketing for Farmers/Community Society in Sundarban – West Bengal), Vacancy-1

Location – Kolkata, India.

Qualifications:

✓ Minimum of 5 years in a Marketing role is required, preferably with few years in the tourism industry & Agri-Marketing business.

✓ Bachelor’s Degree in the Marketing/Tourism/Agri-business or allied fields.

✓ Relevant experience in Agribusiness/Agri. Marketing /Value Chain Development including Post Harvest Management and working with FPOs/Large Farmers groups, etc.: Experience in sales & marketing, supply chain management for FPOs; Team management, communication and administrative skills required for the position, to enhance community models of eco-tourism.

✓ Demonstrate a proven track record in delivering commercial and successful marketing plans, the ability to influence others, strong relationship building and excellent communication skills both written and verbal. Proficiency with MS Office programs, especially Excel, PowerPoint and digital platforms.

✓ Experience of working in a team environment and leading from front.


Scope of Work:

- Understanding of natural resource management in the context of eco-tourism in coastal landscapes
- Design and implement tourism marketing activities and efforts to promote agri-businesses and activities, as an USP to the tourism.
- Understanding of various tourist markets and their preferences.
- Develop relations with clients particularly with government officials. Liaison with government officials and corporate clients. Identify and explore new business opportunity in allied sectors- innovate even beyond existing market scenarios, to have a holistic approach in community based/owned business management.
- Experience in Agribusiness Industry is mandatory, should have worked primarily in all or few of the key industry areas such as Farmer services, Supply chain strategies, farmers’ groups, community owned enterprise etc.
- Ensure effective management and productivity of the community managed ecotourism.
- Keep records of sales, revenue, invoices etc.
- Maintenance of daily stock records and physical verification of stock.
-Coordinate internal resources and third parties/vendors for the flawless execution of projects.
To be positioned in Kolkata with need-based placement in different parts of Sundarban related to Marketing works, staying in NEWS Field stations.

Duration of the contract: 3 years, which may extend depending on the work performance. Immediate joining.

Age Limit: Not more than 35 years

Personal Traits:

- You are a passionate self-learner & love taking on new challenges to create change for societal well being
- You love working with diverse stakeholders in collaboration networks
- You love solving problems & digging for creative solutions if you don’t have the answer to a problem
- You are meticulous & pay attention to details. You’re organized and consistent in your activities
- You have the ability to be proactive, and handle uncertainties
- You can act patiently and firmly while handling village social dynamics

Benefits:

✓ Salary: Rs. 28000 – 30,000 per month, tax will be deducted, as applicable.
✓ Provident Fund, Bonus and Medical benefits

✓ Application Procedure:

Candidates should submit the applications conforming to the requirements stated above with other personal information that maybe relevant. Also, write a covering letter justifying the candidateship for the following post. The application maybe mailed to hrnews2021@gmail.com.