



UTKALIKA

ORISSA STATE CO-OPERATIVE
HANDICRAFTS CORPORATION LTD.

D2/3, Industrial Estate, Rasulgarh, Bhubaneswar-751010(Odisha)

Phone No:- 0674-2549161, website: [www. Utkalika.co.in](http://www.Utkalika.co.in)

CONTRACTUAL ENGAGEMENT OF PROFESSIONALS

Orissa State Co-operative Handicrafts Corporation Ltd. (Utklika) an Apex Co-operative Organization under Handlooms, Textiles & Handicrafts Department, Govt. of Odisha wants to engage following professionals on contractual basis initially for a period of one year which can be further renewed for a maximum period of three years after assessing /evaluating the performances.

1. Manager (Marketing)
2. Asst Manager Export & Online Marketing
(place of posting New Delhi).

Interested candidates within age group of 40 years & as specified in TOR may apply to the undersigned along with copy of the testimonials in support of their qualification & experience updated in CV & 2nos passport size photograph so as to reach this Office by 29.02.2016. Detailed TOR is available in our website - [www. utkalika.co.in](http://www.utkalika.co.in)

The undersigned reserves the right to accept /reject any or all applications without assigning any reason thereof .

Sd/-

Managing Director

Email: md@utkalika.co.in

Terms of Reference (TOR) for engagement of Professionals in OSCHC Ltd.
Asst Manager EXPORT & ONLINE MARKETING

1	Domain	:	Asst Manager, Export & Online Marketing
2	Name of the Post	:	Asst Manager (Export & Online Marketing)
3	Tenure	:	The engagement is purely contractual basis at mutual agreed terms. Initially it will be for a period of one year. The contract may be renewed after evaluation of performance on annual basis.
4	Scope of Work/ Job Responsibilities/ Key Deliverables	:	Maintenance of data base of Exporter/Importer/Merchandiser for International Marketing. <ul style="list-style-type: none"> • Handling export process & procedures & executing export orders. • Marketing oriented publicity & managing a dedicated WEBSITE for facilitate online marketing, e- commerce of Corporation. • Handling e-commerce business of the Corporation & liaison with ecommerce companies/firms to generate sales through e-commerce channel. • Contact, liason, negotiation with overseas buyers, corporate houses, agencies for export of Odisha handicrafts. • Planning, organising & participation in international events, exhibitions to promote export of handicrafts.
5	Qualification	:	MBA, P.G. Diploma in International/ Foreign trade.
6	Specialization	:	Foreign Trade, e-commerce.
7	Experience	:	Two years Preference shall be given to candidate having experience in field of Export/ Online Marketing
8	Remuneration	:	Consolidated remuneration up to Rs. 30,000/- per month.
9	Selection Process	:	Applications will be invited through an open advertisement. Selection will be made through a 'Selection Committee' to be constituted by the Govt/management.
10	Termination	:	In case of unsatisfactory performance due to incapacity or misconduct, the engagement shall be terminated after giving one month notice.
11	Place of Posting	:	New Delhi Showroom of Utkalika.
12	MOU	:	Selected candidate will be required to execute a MOU with management for Performance Target Evaluation (PTE)

[NB: - Those who had applied for these posts earlier need not apply again.]

Terms of Reference (TOR) for engagement of Professionals in OSCHC Ltd.

MARKETING

1	Domain	:	Marketing
2	Name of the Post	:	Manager (Marketing)
3	Tenure	:	Contractual Appointment for a period of one year which can be extended after assessing / evaluating performance.
4	Scope of Work/ Job Responsibilities/ Key Deliverables	:	<ul style="list-style-type: none">• Yearly Planning and budgeting of procurement and supply to branches• Supervise the works of Managers under him including the sales personnel in all Branches• Organization of exhibitions• Consignment, SIS• Franchise concept implementation• Sales & stock review and planning from time to time• Indent review and supply• Commercial launching of new products• Market Intelligence and analysis• Augment Export of Handicraft Goods• Convert all branches as profit centres/ Growth Centres• Achieve Annual Sales Target• Coordinate with organizations like EPCH, ITPO, FIEO, HEPC, HHEC for participation in International Trade Fairs• Suggest strategic interventions for mass production, quality control & packaging• Quality Checking & Certification• Managing the brand Utkalika in domestic as well as international markets in terms of promotion, events, trade shows and advertising in print, visual and other media platforms. Interaction with PR agencies (both Govt. & private), advertisement agencies, online sales partners, stores and other stakeholders including artisans and suppliers pertaining to branding and promotion. Identification of growth opportunities for Utkalika in terms of products (both handicrafts & handlooms) and markets through market research with the help of sales staff. Drive institutional sales for Utkalika with Govt. departments, institutions, corporate and ensure achievement of sales target from institutional accounts.• Planning, Budgeting, Marketing Strategy, Different Channel identification, Product Development, Supply Chain Management, Certification, Brand building exercises, Communication & advertisement and other aspects as put in the advertisement.
5	Qualification	:	MBA with Specialization in Marketing or International Trade from a reputed institute
6	Experience	:	Minimum 3 years experience in marketing in reputed Organization. However preference shall be given to candidate having experience in handicrafts /handloom sector.
7	Selection Process	:	Applications will be invited through an open advertisement Selection will be made through a "Selection Committee" to be constituted by Govt. / Management.
8	Compensation Package	:	Consolidated remuneration up to Rs. 40,000/- per month. T.A & D.A As per the norms of the Corporation.
9	Evaluation/ Review	:	Periodic Assessment of performance will be taken up in terms of measurable outputs.
10	Termination	:	In case of unsatisfactory performance due to incapacity or misconduct, the engagement shall be terminated after giving one month notice
11	Place of Posting	:	At Corporate Office of Utkalika at Bhubaneswar . The job involves extensive travelling.
12	MOU	:	Selected candidate will be required to execute a MOU with management for Performance Target Evaluation (PTE)

[NB: - Those who had applied for these posts earlier need not apply again.]