



KHADI & VILLAGE INDUSTRIES COMMISSION
Ministry of Micro, Small & Medium Enterprises, Govt. of India
State Office, Shanti Bhawan, Albert Ekka Chowk, Ranchi -834001
Telephone No- 0651-3510080,2213839, Fax : 0651-2213839
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Notice

Applications are invited from the interested applicants for the post of Marketing on or before 30.11.2020 on contract basis for the period up to 31.03.2021, which may be extended for further period upon the performance of the selected candidates.

Applicants may send their filled in application through email on or before 30.11.2020.

For further details like application format, qualification experience, job description, remuneration, age limits etc, please visit KVIC Website www.kvic.org.in

State Director

Eligibility for Marketing Expert

Qualifications :

- Bachelor's degree in business administration/ marketing/ communications, or graduate in any discipline with 5 years' experience in the relevant field preferably for Small Scale & Village Industry, Handicraft, etc.

OR

- MBA (Marketing) with 2 years' experience in the relevant field preferably for Small Scale & Village Industry, Handicraft, etc.

Experience :

- Previous experience in sales, marketing, advertising, and brand management,
- Excellent analytical skills and data analysis,
- Strong written and verbal communication skills,
- Extensive knowledge of current and relevant markets in rural India for Village or cottage industry, and
- Should be well-versed in local language

Age Limit;

Maximum Age -40 years

Key Responsibilities for Marketing Expert

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events
- Collaborate with other internal teams to develop and monitor strategic marketing initiatives
- Analyze and report on the performance and efficiency of campaigns
- Conduct market research and analyze trends to identify new marketing opportunities
- Develop and create marketing materials, such as sales and product collateral, and ensure guidelines are met
- Write, proofread, and edit creative and technical content across different mediums

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- Work with external agencies and vendors to execute marketing programs
- Excellent time management, able to balance many projects at once, and
- Ability to travel as necessary

Remuneration

A lump sum consolidated amount of **Rs 40,000/-** per month.

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Format for Application

Advertisement No. :

Position Applied for :

(Purely temporary on contract basis)

Affix self-attested recent passport size photograph here.

Project title : PMEGP BFL

1. Name in full (in Block letters):
2. Father's/Husband's Name:
3. Permanent Address including:
Phone, fax, e-mail

4. Address for correspondence:

5. (a) Date of Birth : Date : Month: Year :

(Attested copy of proof of age to be attached)

(b) Age as on: Years Months Days

6. Whether SC/ST/OBC/GEN :

(If SC/ST/OBC, documentary proof to be furnished)

7. Nationality :

8. (a) Educational Qualifications in chronological order beginning from SSC(10th Onwards):

| Name of the Examination Passed | Year of Passing | Name of the Board/University | Sub studied | Division/% of marks obtained |
|--------------------------------|-----------------|------------------------------|-------------|------------------------------|
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(b) Professional/Technical Qualifications(If any):

| Name of the Examination Passed | Year of Passing | Details of Course | Board / University | Subject Studied | Division/% of marks obtained |
|--------------------------------|-----------------|-------------------|--------------------|-----------------|------------------------------|
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(A brief write-up to be given at the end indicating the relevance of past experience to the

Post applied for)

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9. Work Experience in chronological order, starting with the first job:-

| Name & address of Employer | Period of service | | Designation of post & scale of pay | Total length of service | Nature of work & level of responsibilities |
|----------------------------|-------------------|----|------------------------------------|-------------------------|--|
| | From | To | | | |
| | | | | | |
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10. Whether presently in any job. If yes then job is in Govt./PSU/Autonomous Institutions/Private :

11. Whether permanent/temporary/ad-hoc in the present job:

12. Any other information relevant:

Declaration & Certificate

I hereby declare and certify that all the statements made in this application are true and correct to the best of my knowledge and belief. If any of the particulars furnished by me are found to be incorrect or suppressed, my candidature is liable to be rejected at any stage during or after selection process. Further, I understand that this position is purely temporary on contract basis, if it is found after my appointment at the Centre that the particulars furnished by me are incorrect or suppressed, my services are liable to be terminated without any notice.

Place..... Signature of the Candidate.....

Date..... Name.....