

DY.GENERAL MANAGER, PRODUCTION AND MARKETING DEPARTMENT (PMD)

1. TERM OF REFERENCE:

The Production and Marketing Department is responsible for overseeing and managing the production and marketing plans, programs activities of the company. The overall roles and responsibilities involve strategic planning, resource mobilization and allocation, team management, and ensuring the efficient execution of production of farm produce, Bio products, manufacturing unit, and marketing plan and developing relevant strategies and policy documents.

1. Develop and implement strategic plans for the Production and Marketing Departments, aligning them with the overall company's objectives.
2. Oversee and manage the day-to-day operations of the production and marketing teams, ensuring efficient workflow and adherence to quality standards.
3. Monitor and analyze market trends, consumer behavior, and competitor activities to identify opportunities and risks. Make recommendations for adjustments in marketing strategies as needed.
4. Collaborate with the marketing and sales team to develop effective marketing campaigns, promotions, and product launches to drive sales and increase market share.
5. Manage the production and marketing budget, including resource allocation, cost control, and optimization of production processes.
6. Ensure the availability of necessary production resources, including raw materials, equipment, and manpower, to meet production targets and timelines.
7. Foster a culture of continuous improvement, innovation, and quality consciousness within the production and marketing departments.
8. Establish and maintain strong relationships with suppliers, vendors, and other external stakeholders.
9. Lead and develop a high-performing team by setting clear objectives, providing guidance, conducting performance evaluations, and offering professional development opportunities.
10. Ensure compliance with regulatory requirements, industry standards, and ethical guidelines in all production and marketing activities.
11. Collaborate with cross-functional department such as Administrative & Finance Department, and Farm Mechanization Service Department to drive coordinated efforts and achieve Company's objectives.
12. Prepare regular reports and presentations on production and marketing performance, including key metrics, challenges, and recommendations for improvement.

2. QUALIFICATION:

Minimum of Bachelor's degree or any other related field obtained from a recognized university through regular (full time) program.

3. EMPLOYMENT TYPE:

The Dy. General Manager, PMD shall be recruited as a regular basis.

4. SALARY AND ALLOWANCES:

The salary and allowances of the Dy. General Manager, PMD shall be as follows:

1. Position: P3
2. Basic pay: Nu. 26,850.00
3. HRA Allowance: 20% of the basic pay
4. Fixed Allowance: 13,600.00

Other allowances and benefits as per the service rules of the Company.