



We are Hiring | Marketing Professional for Pastoral Dairy

We are seeking a dynamic and enterprising professional to lead the entrepreneurial development efforts in the pastoral dairy sector, specifically focusing on value-added milk products. The ideal candidate will play a pivotal role in creating a thriving entrepreneurial ecosystem, steering the process of enterprise management amongst pastoralists, and collaborating with other market players to market premium pastoral dairy products. This position aims to empower pastoralists in Saurashtra, Gujarat, and eventually in other regions by establishing direct channels for the manufacturing, marketing, and sale of pastoral dairy products.

Sahjeevan has promoted enterprise “Panchal Dairy Pvt. Ltd. a pastoral dairy, owned and managed by pastoral youth and women pastoralists with an aim to create visibility and demand for the highly premium pastoral dairy products in the market. Panchal Dairy is the only enterprise in the country which manufactures different varieties of finest quality artisanal cheeses from goat and sheep milk. We are planning to promote more pastoral youth and women to set up their own enterprises for manufacturing varieties of pastoral milk products to tap the potential of local as well as international markets for their products. The candidate will have to steer these entrepreneurship processes and walk along these entrepreneur journeys to make these enterprises self-sustainable.

Job Description

- Design marketing and communication strategies; run and manage marketing, promotional campaigns; create brand visibility and demand for the premium pastoral dairy products.
- Conduct market research to identify trends, gaps, and opportunities in the market for pastoral dairy products.
- Understand nutritional and therapeutic value of pastoral milk and milk products, and position these premium products in the markets.
- Engage with dairy players, research institutions and policy makers to design and advocate policy interventions.
- Design and host events and stakeholder’s consultations for promotions, policy discussions around pastoral dairy products.
- Identify and onboard potential entrepreneurs interested in setting up their own enterprises in the pastoral dairy sector. Build capacity of entrepreneurs/youths to run their enterprises.
- Help ensure quality control measures for plant hygiene, products manufacturing, packaging, and its storage to achieve zero complaints for quality standards.
- Facilitate enterprises in overseeing the process of procuring sheep and goat milk, production of artisanal cheeses and other bi-products, and marketing activities.

Sahjeevan

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- Develop dashboard to track and monitor progress of business activities and financial performance of the enterprises.
- Develop and maintain strategic partnerships with existing enterprises, artisanal cheese brands, and other stakeholders.
- Create a consumer database, engage with them and create a system to receive customer feedback to improve upon products and services.

Qualifications and Skills:

- Bachelor's or Master's degree in Business Administration/Entrepreneurship
- Proven experience in entrepreneurship development, market development, project management, or a related field.
- Understanding of the dairy industry and its stakeholders.
- Excellent communication and interpersonal skills
- Ability to think strategically and creatively to develop niche markets for Pastoral Dairy products.
- Proactive attitude with a passion for rural development and empowerment.

Location: Based in Gujarat with flexibility to work at Pan India level.

How to Apply:

Interested candidates should submit their resume, cover letter, and a brief statement outlining their vision for developing the entrepreneurial ecosystem in the pastoral dairy sector to Email Id: job.sahjeevan@gmail.com. The application deadline is 13th April 2024.

Sahjeevan is an equal opportunity employer committed to diversity and inclusion. We encourage candidates from all backgrounds to apply

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