

Highest Ever 91 Placement Interviews in Placement Year-2023 @ NAU

Excellent Opportunity for any UG or PG Student of NAU

31st Campus Placement Drive of Placement Year-2024

Excellent Opportunity for any UG or PG Student of NAU to secure JOB at Bangalore-Karnataka

Placement e-Leaflet No.: 38/2024

Date: 15/02/2024



After facilitating 680+ Placement Interviews generating Job Offers for 1830+ Students of NAU in Powerful Placement Programmes during the Last 11 Years 2013-23, we at the *University Placement & Counseling Cell* of our esteemed Navsari Agricultural University; are pleased to announce the **31st Campus Placement / Recruitment Drive of Placement Year-2024 for any UG or PG Student of NAU to work at Bangalore-Karnataka** to be held **in February-March, 2024**. The details are as follows:

Section-I: Let's Know the Recruiting Organization

NAKODA Dairy Pvt. Ltd.

Kindly visit <https://nakodadairy.com/> for thorough understanding of your Prospective Employer...

NAKODA Dairy Pvt. Ltd. is one of the recognized & reliable Importer, Manufacturer, Supplier with wide range of specialty dairy

Ingredients catering to Food, Nutraceutical, Pharmaceutical industries.

- ☞ Company's Headquarter is in Bangalore.
- ☞ They have a comprehensive range of SMP, WMP, Whey Powder, Dairy Whitener, Cocoa Powder, Dark Black Raisins, WPC 80, WPI, Caseinates, Cheese, Fats & Others.
- ☞ Their focus is to build relationships with clients & cater them by providing quality products under one roof to help meet their domestic as well as export requirements.

Section-II: Let's Understand the Nature of Vacancies

Looking for **genuinely interested and eligible**, competent, energetic, talented, self-driven Professionals (**MALE/FEMALE**); who want to be a part of one of the most interesting phases of individual career with job satisfaction and life satisfaction.

Superbly talented, committed and qualified candidate to grab this GOLDEN OPPORTUNITY work with a World Renowned Organization's dynamic team which is continuously expanding, excelling and recording noteworthy growth.

(A) No. of Vacancies and Place of Posting/Job:

- ✓ ***Area Sales Executive*** – 10 Vacancies @ **Basavanagudi, Bangalore – Karnataka**
- ✓ ***Content Writer*** – 3-4 Vacancies
- ✓ ***Digital Marketing Executive*** – 2-3 Vacancies
- ✓ ***Social Media Marketing Executive*** – 2-3 Vacancies

(B) Duties & Responsibilities:

- **Area Sales Executive**
- ✓ B2B Sales and Marketing of Dairy and Allied Ingredients to target companies.
- ✓ Maintain existing customers and establish productive & professional relationships with key personnel in assigned customer/clients' accounts and

gather market intelligence through regular communication and visits.

- ✓ *Research, identify and pursue new business opportunities and new potential customers through customer visits and market insights*
- ✓ *Develop and execute a sales plan to achieve monthly, quarterly, and annual sales targets.*
- ✓ *Prepare and submit accurate and timely reports, including weekly and monthly sales forecasts.*
- ✓ *Analyze sales data to identify trends, opportunities, and areas for improvement.*

- ***Content Writer***

- ✓ *Researching and writing high-quality, original content for our website, social media channels, email campaigns, and other marketing initiatives*
- ✓ *Ensuring that all content is SEO-friendly and optimized for search engines*
- ✓ *Collaborating with the marketing team to develop content strategies that align with business objectives*
- ✓ *Conducting keyword research and incorporating relevant keywords into content*
- ✓ *Proofreading and editing content to ensure it is error-free and meets our quality standards*
- ✓ *Staying up-to-date with industry trends and incorporating new ideas into our content strategy*
- ✓ *Developing content calendars and adhering to publishing schedules*
- ✓ *Creating engaging and informative headlines, taglines, and calls-to-action*
- ✓ *Collaborating with designers, developers, and other team members to create multimedia content (e.g. videos, info graphics, etc.)*

- ***Digital Marketing Executive***

- ✓ *Assist in the formulation of strategies to build a lasting digital connection with consumers on various social media platforms*
- ✓ *Plan and monitor the ongoing company presence on social media (Twitter, Facebook, Instagram, etc.)*
- ✓ *Provide creative ideas for content marketing and update website*
- ✓ *Research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums*

- ✓ *Be actively involved in SEO & SMO efforts*
- ✓ *Contribute to social media engagement and brand awareness campaigns*
- ✓ *Ensures brand consistency in marketing through social media campaigns and strategies, including budget planning, content ideation, advertising, product development, and brand management and implementation schedules*
- ✓ *Create and maintain online listings across e-commerce platforms & acquire insight in online marketing trends and keep strategies up-to-date*
- ✓ *Communicate and engage influencers, affiliate networks and affiliate partners*
- ✓ *Keep up to date with current digital trends*

- **Social Media Marketing Executive**

- ✓ *Develop and implement social media marketing strategies that align with our company's business objectives*
- ✓ *Create and curate engaging social media content, including text, image, and video content*
- ✓ *Manage and monitor social media accounts and respond to comments and inquiries in a timely manner*
- ✓ *Collaborate with cross-functional teams, including the content team and graphic designers, to ensure consistent brand messaging and visual identity across all social media channels*
- ✓ *Analyze social media metrics and generate reports to measure the effectiveness of social media campaigns*
- ✓ *Stay up-to-date with the latest social media trends, technologies, and best practices*

(C) Pay Package Offer: Commensurate with the competencies of the candidate and performance in the Interview....Best in the Industry

 **3 to 4 Lakhs per Annum** + *Excellent Exposure + Learning + Career Growth...*

Section-III: Let's Understand the Nature of Expected Ideal Candidate

Expected Essentials from the Ideal Candidate

(A) Educational Qualification: Any UG or PG in Agri. Or Allied Sciences - MBA (ABM) will be given preference

(B) Competency Requirements: *Energetic, Talented, Self Driven, Confident, MALE/FEMALE Candidates with the following traits/attributes:*

❖ Area Sales Executive

- *B2B Sales, with keen interest in customer account management and sales generation.*
- *Excellent communication, negotiation, and interpersonal skills.*
- *Strong analytical and problem-solving skills.*
- *Ability to work independently and as part of a team.*
- *Ability of driving sales growth, managing customer relationships, and developing new business opportunities in their assigned area*
- *Ability to travel as required.*
- *Fluent in Languages – English, Hindi.*
- *Work location shall be based at Head Office in Bangalore*

❖ Content Writer

- *Keen interest to serve as a content writer, copywriter, or similar role*
- *Excellent writing and editing skills with an impeccable eye for detail*

- *Strong understanding of SEO principles and experience with keyword research*
- *Experience using content management systems (CMS) such as WordPress*
- *Familiarity with social media platforms and experience creating content for them*
- *Ability to work independently and meet deadlines*
- *Strong organizational skills and the ability to manage multiple projects simultaneously*

❖ **Digital Marketing Executive**

- *Excellent understanding of digital marketing concepts and best practices*
- *Conversant with B2C social media, Google AdWords and email campaigns and SEO/SEM, SMO*
- *Excellent communication and interpersonal skills*
- *Ability to work independently and flexibly*
- *Certified Digital Marketing course will be an additional advantage*

❖ **Social Media Marketing Executive**

- *Keen interest to serve as a Social Media Marketing Specialist or similar role*
- *Excellent written and verbal communication skills*
- *Strong analytical skills and experience with social media analytics tools*
- *Familiarity with social media platforms, including Facebook, Instagram, Twitter, LinkedIn, and YouTube*
- *Knowledge of social media advertising and paid promotion strategies*
- *Experience with content creation and graphic design will be an additional advantage*

Section-IV: Selection Modalities

- ✓ Registration by the Eligible & Genuinely Interested Students with Timely Submission of Latest Resume in Soft Copy in .doc / pdf format WITHOUT PHOTO to Institute Level Placement Officer latest by February 19, 2024 - MONDAY - 11:00 am
- ✓ Short Listing by the Company Authority
- ✓ Further Selection Process of ONLINE ROUNDS will be held in February-March, 2024 (Exact Date, Timing & ONLINE Platform Link will be conveyed very soon)

All The Best to Beat The Best to all the Career Aspirants!!! You CAN, You WILL!!!

Dr. Mehul G. Thakkar (MGT)

Associate Professor in HRM & TPO @ AABMI
University Placement & Counselling Head @ NAU
E-mail: mehulgthakkar@nau.in, getmgt@gmail.com
Contact No.: 02637-282960 (O), 9427163205 (M)

Dr. R. M. Naik

Director of Students' Welfare &
Chairman of University Placement & Counselling Cell @ NAU
E-mail: dswnavsari@nau.in, dswnavsari@gmail.com
Contact No.: 02637-292112 (O), 9979888962 (M)

RIGHT People at the RIGHT Places at the RIGHT Time to do the RIGHT Things & Delivering the RIGHT (BEST) Performance!!!

Placement Programme 2024: Aiming Higher...Striving Hard...We Can, We Will...



Together WE CAN, WE WILL...

