

Hiring for Business Development & Marketing Lead

Company Name: Pioneer Foods Pvt Ltd (Roasty Tasty)
(Roasted Snacks/Namkeen Manufacturing & Exporting Company)

Location – Jaipur**Roles and Responsibilities**

1. Thinking creatively out of the box and generating revenue for the company from high visibility sources such as corporate gifting, festival gifting, vending machines, dieticians, ecommerce channels, international gifting, health clubs, corporate etc.
2. Strategize with senior management and drive marketing, BTL activities such as sampling etc
3. Develop relations with key revenue-contributing partners, increase volumes and negotiate better TOT
4. Complete ownership of P&L for such accounts
5. Reaching out and representing the companies in PR activities such as events, influencer marketing etc.
6. Coordinate with trade marketing and creative agencies for efficient execution as per KRA of branding and marketing strategies

Requirements

- Proficient in verbal and written English
- Creative, out of the box thinker with passion for FMCG/Food Industry
- Adept at MS Office and Data Analysis using MS Excel
- Good negotiator and marketer
- Willingness and ability to work with senior management and Founder's team
- Minimum 3 years of experience in business development & marketing

Company profile:

Pioneer Foods is a manufacturer and exporter of ready-to-eat roasted snacks. All snacks are 100% roasted and made from super foods such as millets, makhana, lentils, seeds. Our 30 years of experience in the food-processing industry have made us adept at transforming healthy grains into delicious snacks.

The snacks are flavoured in a variety of seasonings, catering to diverse palettes across the globe. Roasty Tasty is Pioneer's B2C brand marketed across India and in 20+ countries. Pioneer Foods also provides contract manufacturing services to various well-known companies.

For more information, you may also visit our website www.roastytasty.com.

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