

ADVERTISEMENT FOR HIRING OF CONSULTANT-BUSINESS DEVELOPMENT & PROMOTIONS

Footwear Design & Development Institute popularly known as FDDI, working under the aegis of Ministry of Commerce & Industry, Govt. of India. FDDI is looking for Consultant – Business Development & Promotions. The successful candidate will play a pivotal role in expanding our market presence and driving revenue growth in the verticals of operations of FDDI. This position requires a strategic thinker with a strong business acumen and excellent communication skills. The following are the criteria and terms and conditions for the selection of the candidates:

1. Required Experience:

- I. Should have an experience of atleast 20 years which shall include experience in the field of Business Development & Promotions.
- II. Should have conducted comprehensive market research to identify trends, opportunities, and potential clients.
- III. Should analyse competitor activities and market dynamics to formulate effective business strategies.
- IV. Should have a Strong knowledge of operations, technologies, and industry trends.
- V. Should have prior experience in business development, sales, or marketing that could include roles in identifying and pursuing new business opportunities.
- VI. Should have experience in planning and execution of innovative promotional campaigns to increase brand awareness.
- VII. Should have experience in creating compelling and effective promotional materials.

2. Attributes:-

1. The ability to manage and motivate a team.
2. Be able to demonstrate sound and effective marketing & selling techniques.
3. Excellent negotiation and communication skills.
4. Manage the cost effective promotion of business

3. Educational Qualification: Bachelor's degree as essential qualification with MBA as a desirable qualification from a recognized university.

4. Compensation: Negotiable

5. Period of engagement: will be initially engaged for a period of One Year.

6. Functional Responsibility: The Consultant shall be reporting to Managing Director through Secretary FDDI.

7. Age Limit: Candidate should be below 58 years of age as on date 01 Jan 2024.

8. **Method of Selection:** The selection of the candidates shall be through interview.
9. **Travelling Allowance & Daily Allowance:** The Consultant - Technical, if required, may have to undertake domestic tours subject to approval of competent authority. The entitlements for the tour shall be as per FDDI policy.
10. Interested candidates may apply in the prescribed format annexed herewith attaching the copies of relevant supporting documents (duly self-attested and scanned) regarding qualification, experience, age proof, etc. to email- **jobs@fddiindia.com**. The last date of submission of application in the prescribed format along with CV Shall be 15 days from the date of publication of advertisement in the website.
11. Incomplete and date bar applications will not be considered. Only short-listed candidates will be invited for the interview.
12. Last date of submitting application is **15.01.2024**.