



ENGAGEMENT OF NATIONAL/INTERNATIONAL MARKETING CONSULTANT

Kerala State Coastal Area Development Corporation Ltd. proposes to engage a National/International Marketing Consultant for National/International trade liaising in India and among various foreign countries in exporting the products produced by KSCADC/MATSYAFED/KAVIL/SAF of the Fisheries Department, Government of Kerala.

Applications are invited from eligible persons for engagement of professionals in KSCADC on purely contract/incentive basis for a period of one year.

The terms and conditions for engagement shall be as under:

Criteria and No. of consultant(s).

The consultant shall be engaged to look after the work related to:-

- Study company profile and operations to understand its marketing needs
- Conduct national/international marketing research to identify industry trends and commercial opportunities
- Develop and implement a marketing strategy according to objectives and budget
- Prepare detailed proposals and marketing plans
- Continuous liaison with national and international level companies for expanding the trade.
- Advise on branding, positioning, communications and other marketing issues
- Give direction to marketing efforts with the most effective methods and tools
- Develop and nurture long term relationship with in house teams and external vendors
- Track and evaluate the ROI/KPI in relation to marketing initiatives
- Keep abreast of emerging trends and share best practices knowledge and insights
- Write reports with suggestions for improvements and new ideas
- Specific target will be fixed for the improvement in export sector
- Good command over E-trade platform

Period of engagement

The consultant(s) shall be engaged initially for a period of one year and if required further the term will be extended subject to satisfactory performance and requirements only. Their service shall be terminated without notice in case the performance is found to be unsatisfactory and in contradiction to the objective of the company concerned. The said engagement shall also not vest any right whatsoever to claim a regular appointment in KSCADC or continued engagement.

Age limit

Only citizens the age less than 60 years as on the last date of receipt of application shall be made eligible.

Educational Qualification and Experience

Bachelors/Masters Degree in Business Management/Engineering/Marketing or digital market or related fields.

Minimum 10 years experience in related business and also have good marketing skills.

Remuneration - Subject to qualification and experience

How to apply

The application completed in all respect may be sent to the e.mail ID kscadc@gmail.com within a period of 10 days from the date of issue of this advertisement on or before **30.04.2022**.

For more details log on to www.keralacoast.org

Managing Director

Thiruvananthapuram

21.04.2022