

## Job Title: Chief Manager/ Deputy General Manager (DGM)/ General Manager (GM) – Products

Chief Manager/ DGM/ GM – Products will report to the Chief Operating Officer (COO).

Consolidated pay for this Contractual position may be expected in the range of INR 1,50,000 – INR 1,80,000 per month. Designation and the actual consolidated pay per month on joining will be decided by the competent authority based on the Experience and Qualifications of the candidate among other relevant factors.

### 1. Specification

Bachelor's and/ or Master's degree (or Post Graduate Diploma equivalent to Master's Degree) in Design and/ or Management from an institute of repute with about 15-20 years of experience in Product Development and Category Management in retail marketing-oriented industry.

Commercial acumen and experience are essential for the job. Experience in managing products similar to that of Biswa Bangla Marketing Corporation may be preferred.

### 2. Job Description

Chief Manager/ DGM/ GM – Products will be responsible for the following business activities of the Corporation, and will oversee the work of the Category Managers and the Designers of the organisation in order to augment marketability of Handicrafts, Handloom Products and other Heritage Products of the state of West Bengal thus supporting the livelihood of its traditional artisans and weavers while sustaining the commercial objectives of the company.

#### 2.a. Design Development and Product Diversification

Chief Manager/ DGM/ GM – Products is responsible for shaping the work environment and will oversee research and development of product design, ideation, scouting and identification of products, development of samples or prototypes (with artisans, weavers and other suppliers) for trial, and finalisation of prototypes or production-samples in consultation with the Management of the Company. Chief Manager/ DGM/ GM – Products shall ensure that the products and these related processes are aligned with the organisation's objectives and the prevailing business environment.

Chief Manager/ DGM/ GM – Products must also ensure the development of new product as per market needs and design concept/ pre-design approach using new ideas, creativity and innovations.

Chief Manager/ DGM/ GM – Products should formulate design strategy, plan resource allocation, set goals for growth, plan for launching price promotions and oversee several elements in a business that could attract more customers.

In consultation with Legal Manager of the Corporation and with other internal and external stakeholders, Chief Manager/ DGM/ GM – Products shall ensure and oversee compliance of the products (along with their labels, packaging etc.) with the applicable laws of the land, and that the products and designs are not only authentic but benign to the health, safety and environment of producers, suppliers, customers and other stakeholders.

### 2.b. Visual Merchandising

Chief Manager/ DGM/ GM – Products will ideate and oversee the implementation of display of the products and other creatives in the retail stores in line with the organisation's business objectives with a keen eye on the business environment.

### 2.c. Supply Side Management

With the overarching objective of increasing income of the artisans and weavers, Chief Manager/ DGM/ GM – Products will oversee development, product diversification and contemporisation, enlistment and coordination with weavers, artisans and other suppliers in relation with Product Development and Supply.

Chief Manager/ DGM/ GM – Products shall ensure adequate efforts in securing multiple suppliers to sustain supply of a product at desired quality, cost and quantity.

### 2.d. Quality Management

Chief Manager/ DGM/ GM – Products is responsible for overall quality management of products, including that of raw material, different product components or trims, product-packaging etc.

Chief Manager/ DGM/ GM – Products will oversee the work of Category Managers and provide guidance to maintain the desired quality parameters of the handloom, handicraft and other heritage products, and help artisans and weavers source materials in a defined or superior quality.

### 2.e. Oversight of Product Category Success

Chief Manager/ DGM/ GM – Products shall take overall ownership and accountability of the Product Categories from well-planned development/ sourcing to efficient turnaround of inventory by employing the best practices and innovations in the industry. With this objective and responsibility, Chief

Manager/ DGM/ GM – Products shall oversee and optimise the work of the Category Managers and the Designers of the organisation by keeping abreast of industry trends and market realities.

### 3. Application process

Applications should be sent **only through emails** to [openings@biswabangla.in](mailto:openings@biswabangla.in).

Applications sent to any other email id/s or with CC to any other email id/s shall be summarily rejected.

Last date for submission of application: **5 February 2023**

Application should comprise the following, as attachments to the email sent by the candidate.

- i. Detailed up-to-date Curriculum Vitae (CV)
- ii. Salary slip/ income certificate and/ or experience certificate from the latest job, and that from the previous jobs if available
- iii. Certificates (if available) and Marksheets of the candidate's Bachelor's and/ or Master's degrees (or Post Graduate Diploma equivalent to Master's Degree)
- iv. Certificates of any other professional courses, if taken
- v. Awards, certificates of appreciation and/ or any other credentials, if available