



Market Linkage & E-commerce Officer

Job Title	Market Linkage & E-commerce Officer	Department	Program Implementation
Reporting to	HoD-Program Sustainable Development	Location	Varanasi
Background	<p>Organization Background: The Jan Vikas Samiti (JVS) was established in 1996 and registered under Societies Registration Act 1860. Since its inception JVS has been working for the integral development of the marginalized and underprivileged sections of the society, particularly of women, children, scheduled caste, scheduled tribe and persons with disabilities. Currently, JVS is directly implementing programs on Women Empowerment, Community Health, Rehabilitation of Children and Youngsters with Disabilities, WASH, Livelihood promotion for Women, Skill Training for Youth etc. Over the years, JVS has been engaged in creating an inclusive environment and social and economic development of the disadvantaged people by enabling them to have access to education, employment and equal rights. We promote people's bargaining power and active participation and decision making in social, political and economic life of the society. Access to livelihood and employment is essential not only to end the cycle of poverty, but also to create a barrier free society. In fulfilment of this, JVS promotes and conducts skills development trainings to help youngsters, especially with a disability to get equipped for available jobs in the market, which gives them dignity and respect in the society.</p>		
Job Aims	<p>We're currently searching for an experienced Market Linkage & E-commerce Officer to join our ranks and continue our tradition of success helping the rural women entrepreneurs to excel their product in the market. The successful candidate will oversee and operate the e-commerce business, delivering the best- in class ecommerce results. The ideal candidate will have a sharp knowledge on E-commerce based business functionality and proven ability to strategize and play an important role to implement the project for the development of the rural women.</p>		

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Reporting to: HoD-Program Sustainable Development

Responsibilities:

E-Commerce Management Responsibilities

A Market Linkage & E-commerce Officer is responsible for managing online sales, marketing, and operations of project "Samuhmart" The specific responsibilities include:

- Developing and implementing e-commerce strategies to increase online sales.
- Managing the website, including content updates, product information, and customer reviews.
- Developing and managing online advertising campaigns
- Analysing data and metrics to improve website performance and online marketing efforts.



- Ensuring a seamless customer experience throughout the online purchasing process.
- Managing relationships with third-party vendors and partners, such as payment processors and shipping companies etc.
- Assist and collaborate with other departments for marketing linkage and identification of new vendors to increase the products on the website.

Market Linkage Responsibilities.

Market linkage responsibilities include connecting vendors, local artisans and business entrepreneurs to markets and e-commerce platforms where they can sell their products. Specific responsibilities are;

- Identifying potential markets for products to be included in the e-commerce website.
- Developing and implementing strategies to connect suppliers/vendors to increase product selling cycle.
- Building relationships with buyers, including retailers, wholesalers, and distributors
- Negotiating contracts and agreements with vendors.
- Providing training and support to vendors to meet market demands and quality standards.
- Analysing market trends and identifying new market opportunities
- Coordinating logistics, such as transportation and warehousing, to ensure timely delivery of products
- Ensuring compliance with local regulations and ethical business practices.

General Responsibilities:

- Whenever possible undertake exciting and interesting initiatives to complement the impact of the project and programme.
- Ensure that the work is carried out at all times with the utmost of privacy and confidentiality in accordance with the terms and conditions of employment.
- Represent Jan Vikas Samiti at meetings with partner organizations and other agencies.
- Commit to promoting equality in terms of race, gender, culture, sexual orientation, and disability.
- Undertake any other work that is requested for on-going Jan Vikas Samiti projects and programmes during the employment with Jan Vikas Samiti and which the management team deems that the officer has the skills to support and/or contribute to for the further development of the project or programmes of the organization.

Person specification:

- Preferred 2-3 years' management experience in apparel E-commerce in retail, social products, FPO, etc.
- Graduated/Post Graduate in Marketing/MIS in Business Management/ BCA/MCA and MBA in Marketing Management/MBA in IT and MIS or related degree.
- Strong written and oral communication skills in English and Hindi languages.
- Good reporting skills in English and Hindi languages.
- Ready to travel domestically as and when required.
- Knowledge of various national and international policies and legislations concerning women, children, persons with disabilities and other marginalized communities.

Job Offer:



- Full-time: 8 hours a day
- Salary scale: INR 3,60,000.00 CTC (per annum).
- Contract duration: 1-year contract with the intention of extension
- Location: Head Office in Murdaha, Varanasi, U.P

How to apply

To apply for the post, please send a letter of application stating your motivation and the skills that you would bring to this specific post along with your resume/CV by email to hr.janvikassamiti@gmail.com

To be considered, applications must be received on or before June 30, 2023