

Job Title: Senior Sales and Marketing Manager

Company: Last Forest Enterprises Private Limited

Location: On-Site preferred in Kotagiri, Tamil Nadu. However, remote working possibility is available (preferably South India).

About Last Forest Enterprises Private Limited:

Last Forest Enterprises Pvt Ltd is a social enterprise founded in 2010. It is incubated by Keystone Foundation, an institute which is working towards empowering indigenous people and local communities by building socio – ecological resilience. Based in Kotagiri in the heart of the Nilgiris mountains, Last Forest as a brand has been a market facilitator for wild forest produce that is harvested by indigenous communities since 1995.

These communities work to produce value adding forest and agriculture products, which are natural, wild and local. Last Forest pioneers in providing sustainable living options by connecting communities and markets with the vision of making each of its stakeholder a custodian of the earth.

Our flagship range of products consists of wild forest honey that is collected sustainably from the hives of the Giant Rock Bee (*Apis Dorsata*) and value added personal care products made from beeswax collected from these hives after honey collection. This range of personal care products includes lip balms in 9 different flavours, soaps that come in 12 flavours and 3 sizes, therapeutic body balms with various uses and food wraps which are a sustainable option for wrapping food instead of plastic and foil food packaging.

These products are handmade by communities in the Nilgiris Biosphere Reserve in production centres that are completely run and managed by women from these communities. Our other product range consists of essential oils, coffee from the Nilgiris, gourmet, herbs and spices. Our products are available to the consumers through–

- Retail stores in Coonoor and Kotagiri named ‘Green Shops’,
- Dealers that distribute our products through more than 100 stores across the country,
- E-commerce through our website lastforest.in, and
- Overseas sales.

Position Overview:

We are seeking a highly motivated and experienced Senior Sales and Marketing Manager to lead and drive our sales and marketing strategy and play a pivotal role in shaping the future success of the Enterprise.

This will be in line with our commitment to connect the communities that we work with in the Nilgiris who collect honey and other forest produce through traditional methods and the handmade products made by the women from these communities.

Key Responsibilities:

- Develop and execute comprehensive sales and marketing strategies to achieve business objectives and revenue targets.
- Lead, mentor, and motivate a team to achieve individual and team goals.
- Establish and maintain strong relationships with key clients, distributors, and partners.
- Conduct market research and competitive analysis to identify opportunities for growth and product development.
- Drive brand awareness and recognition through effective marketing campaigns, both online and offline.
- Analyse sales data and market trends to make informed decisions and adjustments to strategies.
- Collaborate with cross-functional teams, including production, supply chain, and finance, to ensure seamless operations and customer satisfaction.
- Monitor and manage the sales and marketing budget to maximize ROI.
- Keep abreast of industry trends and emerging technologies to stay ahead of the competition.

Requirements:

- Bachelor's degree in business, Marketing, or a related field (Master's degree preferred).
- Proven track record of at least 5-7 years in sales and marketing roles, with a minimum of 2-3 years in a managerial or leadership position.
- Demonstrated experience in developing and executing successful sales and marketing strategies.
- Strong leadership and team management skills, with the ability to inspire and guide a team to achieve targets.
- Excellent communication, negotiation, and interpersonal skills.
- Deep understanding of sales and marketing principles, including digital marketing, e-commerce, and social media.
- Analytical mindset with the ability to interpret data and make data-driven decisions.
- Familiarity with sustainable and ethical business practices is a plus.
- Ability to thrive in a dynamic and fast-paced environment.
- Willingness to travel as needed.
- Good knowledge of social enterprises and how they work, understanding of the business models applicable to these enterprises.

Application Process:

If you are a passionate and results-driven individual with a commitment to sustainability and social responsibility, we invite you to apply for the Senior Sales and Marketing Manager position at Last Forest. Please submit your resume, a cover letter outlining your relevant experience and accomplishments to teny@lastforest.in