



Job Description

Associate – Trade Promotion

Organisation	National Cooperative Exports Limited (NCEL)
Location	New Delhi
Vertical	Trade Promotion
Experience	2–4 years
Qualification	MBA / PGDM in Agri-Business
Employment Type	Full-Time (Contractual)
Salary	As per Industry standards
Application Deadline	24 April 2026

About the Role

The Associate – Trade Promotion is a core execution role within the Trade Promotion vertical at NCEL. You will work directly under the Vertical Head and will be responsible for keeping the day-to-day machinery of the vertical running, from coordinating trade fairs and events to tracking certifications, managing vendor relationships, and ensuring NCEL's brand is represented accurately and consistently at every event and interaction. This role demands someone who is highly organised, comfortable working across multiple workstreams simultaneously, and confident in dealing with a diverse range of stakeholders, including cooperative bodies, government agencies, international buyers, and trade associations.

Key Responsibilities

1) Trade Events & B2B Coordination

- a) Plan and coordinate end-to-end logistics for trade fairs, buyer-seller meets, and B2B interaction programmes — covering registrations, travel, stall bookings, and on-ground execution.
- b) Monitor the domestic and international trade event calendar on an ongoing basis, assess NCEL's participation potential, and flag relevant opportunities to the Vertical Head in time for decisions to be made.
- c) Facilitate B2B interactions between agricultural cooperatives, buyers, and trade bodies, ensuring all parties have the information and documentation they need for productive engagements.

2) Stall & Brand Management

- a) Understand and apply NCEL's branding guidelines in all event-related material — including stall design, display panels, product samples, collateral, and digital presentations.





- b) Oversee material management at trade events, ensuring brand-compliant setup, availability of the right volumes of material, and smooth logistical execution on the ground.

3) Certification Tracking & Compliance

- a) Maintain a live tracker of all certifications held by NCEL and its cooperatives — including renewal timelines, amendments, and changes in regulatory standards.
- b) Proactively follow up with relevant agencies to ensure certifications are renewed on time, and any lapses are escalated promptly.
- c) Stay updated on changes in certification requirements, trade standards, and compliance frameworks relevant to agricultural exports.

4) MIS, Reporting & Data Management

- a) Own and maintain the vertical's MIS systems — including stakeholder databases, event participation records, certification status trackers, and performance dashboards.
- b) Maintain a central, well-organised repository of all documents, contracts, reports, and correspondence related to trade promotion activities.
- c) Generate regular reports and actionable insights on event ROI, market opportunities, stakeholder engagement, and certification compliance for the Vertical Head's review.

5) Vendor & Stakeholder Management

- a) Manage multiple vendors concurrently — including agencies for event production, logistics, printing, and travel — covering selection, contracting, payment follow-up, and performance review.
- b) Build and maintain working relationships with a broad stakeholder base: agricultural cooperatives, government bodies (APEDA, EPC, etc.), international buyers, and trade associations.
- c) Handle routine correspondence and coordination with all stakeholders independently, escalating to the Vertical Head only when required.

What We Are Looking For

Skills & Competencies

Core Skills	Supporting Skills
Strong organisational and multi-tasking ability	Stakeholder management across diverse groups
Proficiency in MS Excel (pivot tables, dashboards, VLOOKUP)	Certification and compliance tracking
Experience with CRM or MIS systems	Presentation and reporting skills





Event coordination and logistics management	Google Workspace proficiency
Vendor management — sourcing to evaluation	Attention to detail and follow-through
Clear written and verbal communication	Ability to work independently in a fast-paced environment
Analytical thinking and problem-solving	Understanding of agricultural trade and export processes

Qualifications

- MBA or PGDM in Agri-Business Management from a recognized university.
- 2–4 years of hands-on experience in trade promotion, export marketing, and event coordination
- Prior exposure to agricultural exports, cooperative organisations, or agribusiness trade platforms is preferred.

Preferred Attributes

- Direct experience in managing agricultural trade fairs, buyer-seller platforms, or certification processes with the Export Promotion Council or similar bodies.
- Established professional network with agricultural exporters, buyers, or trade associations.
- Familiarity with government export schemes, policies, and the cooperative export ecosystem in India.
- Working knowledge of branding and event production processes.

How to Apply

Interested candidates should complete the application form from the given link and email their updated CV to prerna.singh@ncel.coop with the Subject Line: Application – Associate, Trade Promotion

https://docs.google.com/forms/d/e/1FAIpQLSc1URo6hsMK8PLNvPcJfIPmL5S5QG4W1pmLOz0L7zi8U_jChA/viewform?usp=sharing&oid=115296240582843281161

Only shortlisted candidates will be contacted.

