JD: Subscription Sales & Distribution Manager – Dairy Products

Company and Location: Milk Village, Civil Lines, Kanpur]

Experience: 15–18 Years

Industry: Dairy / FMCG / Food Delivery / Subscription Commerce

About the Role

We are seeking an energetic and results-driven *Subscription Sales & Distribution Manager* to lead the growth of our dairy subscription business. The role will be responsible for expanding our subscriber base, increasing customer retention, growing delivery routes, developing institutional sales, and maximizing sales of dairy and allied products through our online platform and delivery network.

The position will work closely with Sales, Marketing, Customer Service, and Logistics teams to ensure sustainable business growth and exceptional customer experience.

Key Responsibilities

- Grow milk and dairy product subscriptions.
- Expand delivery routes and increase route profitability.
- Convert ad hoc customers into recurring subscribers.
- Increase sales of value-added dairy products and partner brands.
- Coordinate with delivery teams to ensure excellent customer service.
- Drive customer retention, referral programs, and loyalty initiatives.
- Monitor sales performance, route utilization, and customer satisfaction
- Drive subscriber acquisition, retention, and revenue growth.
- Develop and execute route expansion strategies.
- Coordinate with delivery, marketing, and customer support teams to improve service quality.
- Monitor route profitability, customer satisfaction, and business performance.
- Provide strategic direction to field sales, customer service, and route development executives.

The Marketing and Logistics teams will maintain functional reporting within their respective departments while supporting business growth objectives under the strategic direction of this role.

Required Skills & Competencies

- Subscriber Acquisition & Retention and Business Development
- Institutional Sales, Route Expansion & Territory Development
- Revenue Growth Management and Customer Lifecycle Management
- Customer Relationship Management and Customer Success Programs

- Complaint Resolution and Service Quality Improvement
- Community Engagement

Leadership and Analytical Skills

- Business Analytics, Route Profitability Analysis and Sales Forecasting
- KPI Monitoring and Data-Driven Decision Making
- Cross-functional Team Leadership and Stakeholder Management

Performance Incentives

In addition to fixed compensation, the role will participate in a performance-linked incentive program based on subscriber Growth and Subscriber Retention

Qualifications

- Bachelor's degree in business, Marketing, Food Technology, Dairy Technology, or related field.
- 10+ years of experience in FMCG, Dairy, Food Distribution, Last-Mile Delivery, or Subscription Sales.
- Strong sales, customer relationship, and team management skills.
- Experience in route-based distribution and customer acquisition preferred.
-

Additional Information

We value candidates with strong interpersonal skills, customer-centric thinking, and proven ability to collaborate across operations, logistics, marketing, and sales functions. Candidates with experience in community engagement, customer relationship management, and subscription-based businesses will be highly regarded.

Women professionals seeking leadership opportunities are encouraged to apply.