MILK VILLAGE

JOB DESCRIPTION

Distribution & Operations Superintendent

Department	Operations
Reports To	Subscription Sales & Distribution Manager (OSPM)
Direct Reports	Delivery Associates & Counter Sales Executive
Qualification	Minimum Graduate
Experience	Minimum 15 Years
Compensation	₹16,000–₹20,000 per month + Performance Incentive

Position Purpose

The Distribution & Operations Superintendent leads the daily execution of Milk Village's home delivery, institutional delivery, dispatch and counter operations. The role is responsible for ensuring every customer receives fresh dairy products on time while coordinating effectively between the Factory, Delivery Team, Counter Sales, Institutional Dispatch and the Subscription Sales & Distribution Manager (OSPM). The position is expected to build a disciplined, customer-centric and positive operational culture.

Key Responsibilities

Delivery Coordination (Primary Focus)

- Lead daily home delivery execution and ensure all routes depart and complete on time.
- Coordinate route allocation and route balancing.
- Monitor delivery quality, punctuality and service standards.
- Ensure delivery confirmations through the Milk Village App.
- Support new subscriber onboarding and approved adhoc deliveries.

Institutional Delivery Coordination

- Coordinate daily institutional deliveries.
- Ensure institutional orders are dispatched accurately and on schedule.
- Coordinate with production regarding quantity changes.
- Support institutional sales through flawless execution.

Factory & Dispatch Coordination

- Receive finished goods from the factory.
- Verify dispatch quantities.
- Coordinate loading with the logistics loader.
- Ensure smooth movement of stock to delivery teams and retail counter.

Counter Operations

- Supervise the Counter Sales Executive.
- Maintain merchandising, hygiene and product availability.
- Support app awareness and subscriber migration.

Leadership

- Conduct the daily 5-minute operational huddle.
- Coach and motivate Delivery Associates.
- Maintain attendance, discipline and teamwork.
- Create a respectful work environment.

Required Skills & Talents

- Customer-centric mindset with a passion for service excellence.
- Excellent delivery coordination and operational execution skills.
- Ability to lead, coach and motivate a semi-skilled workforce.
- Strong interpersonal relationship and communication skills.
- Positive attitude with empathy, patience and fairness.
- Agile and adaptable to changing operational priorities.
- Strong problem-solving and decision-making ability.
- Working knowledge of Android applications and Microsoft Excel.
- Ownership mindset with high integrity and accountability.

Qualification & Experience

• Minimum Graduate in any discipline.
• Minimum 15 years of experience in Dairy, FMCG, Retail, Food Service, Distribution or Delivery Operations.
• Proven experience leading frontline operational teams.
• Experience in customer service, dispatch coordination and delivery operations is essential.
• Exposure to supply chain or dairy operations will be an added advantage.

Key Performance Indicators

- On-time delivery performance
- Customer satisfaction and complaint resolution
- Delivery route productivity
- Institutional delivery execution
- Dispatch accuracy
- Counter operations support
- Attendance, discipline and team engagement
- Operational efficiency and wastage control

Performance Incentive

Eligible for Milk Village's incentive plan linked to Milk Subscription performance, Home Delivery product sales, Counter Sales, Institutional Sales support, Operational Excellence and Customer Satisfaction.

Career Progression

Distribution & Operations Superintendent → Subscription Sales & Distribution Manager (OSPM) → Operations Leadership