

JOB DESCRIPTION

JOB TITLE: SR EXECUTIVE/ASST. MANAGER - MARKETING

DEPARTMENT: MARKETING

REPORTING TO: VP- Marketing.

(Role to which this role reports)

REPORTEES: Nil

(Roles reporting to this role)

SPAN OF CONTROL: - Nil

(No. of associates reporting to this role)

JOB SUMMARY

(Brief about the existence of the position)

Incumbent should have 4 – 8 years of experience in direct marketing and specification of the products to architects, builders and PMC's working in different business verticals Viz. Door & Hardware, UPVC Doors, Elevators, architectural glass, specialty products, or building material which requires hard selling concepts.

Should be able to identify new markets for the company's products in addition to developing existing ones by defining and exploring new business opportunities. Must have experience in working with major architectural firms in specifying products in projects, working on BOQ's/ Schedules, making product presentations and organizing their launches.

KEY DUTIES & RESPONSIBILITIES

(Primary duties)

- Meeting architects and consultants to get the product make and technical specification included in the tender document.
- Follow up on project leads in identifying key stake holders and decision makers.
- To be able to present design proposal to clients, consultants and owners for business opportunities.
- Maintains direct relationships with key customers, consultants, owners and decision makers.
- Develop market potential of the company, together with Regional Heads in line with the business plan and follow up with them on the action taken for the business identified.
- Should be able to strategize and develop Business Opportunities.
- Provide timely market intelligence on products, competition and jobs under follow up.
- Promote new products and services of various divisions, balance the ROI on products.
- Plan task, maintain report, conduct weekly reviews on work assigned and help sales in closing orders.

ADDITIONAL RESPONSIBILITIES

(Apart from regular activities)

- Ability to create, technical documentation for new tenders, budgeting, presentations and technical support to team members.

CAREER OPPORTUNITIES/ GROWTH

Assistant Manager / Deputy Manager

FUNCTIONAL COMPETENCIES

(Key skills requires)

- Enhances organization reputation by ownership to expand to new markets & Business development and different requests; exploring opportunities to add value to job accomplishments.
- Excellent Communication with written & Oral – English
- Proficiency in MS office i.e. Word, PowerPoint and Excel.

BEHAVIOURAL COMPETENCIES

- Lead management
- Prospecting Skills
- Market Knowledge
- Team Player & Self-Initiative
- Coordination Expertise
- Good at planning & time management.
- Presentation Skills
- High Energy Levels
- Professionalism
- Meeting Sales Goals

AGE: Below 30 yrs.

QUALIFICATION: "B.E or B.Tech (Mechanical / Electrical/ Electronics)" OR "Graduate in Science / Commerce with a Post-Graduation in Marketing Management"

EXPERIENCE & INDUSTRY: (Total yrs of experience)

- Incumbent should have 4 – 8 years of experience in direct marketing and specification of the products to architects, builders and PMC's working in different business verticals Viz. Door & Hardware, UPVC Doors, Elevators, architectural glass, specialty products, and or building material which requires hard selling concepts.
- Should be able to identify market for company's products by developing, defining and exploring new business opportunities.

LOCATION OF WORK: AHMEDABAD,CHENNAI,DELHI,MUMBAI,LUCKNOW