

**Deputy Manager/Manager (Marketing-Industrial Products), Delhi Office****Department:** Marketing-Industrial Products**Grade:** II-B/II-A**Requirement**

<b>Education Qualification</b>	<b>Essential:</b> Graduation with MBA / PGDM (or any equivalent 2 years full-time management course)  <b>Preferable:</b> MBA/PGDM in Marketing  All courses must be from recognized University.
<b>Experience</b>	Minimum 5 years of relevant experience in marketing, preferably in North and East India.
<b>Age</b>	Not more than 35 years as on the date of advertisement.
<b>Language proficiency</b>	Must be fluent in speaking English and Hindi.  Working Knowledge of Punjabi & Bengali shall be an added advantage.
<b>Location</b>	The current job location shall be at Delhi. However, recruit may be placed anywhere in India on the basis of company's requirement in future.

**I. Overall Objective**

Drive the overall sales and distribution of Industrial Products in North and East India.

**II. Roles & Responsibilities****a) Sales of Industrial Products**

- Planning, forecasting and execution of Industrial Products sales in North and East India;
- Provide inputs for annual sales planning and demand forecasts;
- Defining sales territories for sales team as well as channel members;
- Review and recommend pricing of Industrial Products to HOD in order to ensure that targeted volumes are achieved with better realization;
- Invest time in relationship management with the customers;
- Responsible for brand management by using different sources of media;
- Monitor sales performance of North and East India region for sales team as well as channel members of the area;
- Keep track of changing business environment, competitors' activities and Govt. policies to analyze market potential in the North and East India region for various Industrial Products of the company;

- Providing business and market feedback to the management and assist in identification of new market territories, intensifying presence in existing productive markets, new products etc;
- Co-ordination with various Govt. authorities & fulfilling requirements;
- Follow-up with customers/field-offices and collect receivables and statutory forms, prepare and initiate credit/debit notes and renewal of securities (LC/BG/CD etc.) so that out-standings are minimum.

### **b) Customer Relationship Management**

- Identify core customers & maintain liaison;
- Understand requirements, resolve complaints and execute order as per the process/policy to ensure customer satisfaction;
- Monitor post sales services and resolution of complaints to ensure customer retention;
- Prepare documents related to renewal of annual agreement/contracts with channel members and bulk buyers/corporate customers to ensure smooth operation.

### **c) Improvement and Innovation**

- Examine and evaluate improvements in channel management system for higher efficiency and effectiveness;
- Keep updated about new developments in own area of work;
- Display willingness to adopt new corporate initiatives.

### **d) People Management**

- Allocate work, guide, and monitor and motivate staff reporting in order to ensure a motivated staff and efficient functioning of the department;
- Identify and recommend team members for suitable skill enhancement programs.

## **III. Key Performance Indicators**

- YoY increase in sales of Industrial products;
- YoY percentage increase in market share;
- Target volume achieved (% or MT);
- Days outstanding in receivables;
- Timeliness in providing market data;
- Customer service level;
- Percentage of customer complaints resolved in time;
- Annual evaluation of channel members.

## **IV. Required Skills**

- Market research;
- Financial acumen;
- Negotiation;

- Problem-solving;
- Strong analytical and research;
- Cost consciousness;
- Teamwork;
- Creativity;
- Excellent customer service;
- Knowledge of relevant SAP modules.

### **V. Working Environment**

The role may require extensive travelling, at least 15 days per month.

### **VI. Remuneration**

Shall commensurate with skills, experience and market trends.

### **VII. Additional Information**

The recruit shall be required to execute Service Agreement of Rs. 1,00,000/- to serve the Company for a period of 3 years.

We are an equal opportunity employer committed to creating an inclusive environment

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