

**Deputy Manager /Marketing Officer (Marketing-Industrial Products),
Ahmedabad Office****Department:** Marketing-Industrial Products**Grade:** II-B/II-C**Requirement****Education
Qualification****Essential:** Graduation with MBA / PGDM (or any equivalent 2 years full-time management course)**Preferable:** MBA/PGDM in Marketing

All courses must be from recognized University.

Experience

Minimum 3 – 5 years of relevant experience in marketing, preferably in West India.

Age

Not more than 35 years as on the date of advertisement.

**Language
proficiency**

Must be fluent in speaking English, Gujarat and Hindi.

Location

The current job location shall be at Ahmedabad. 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 West India.

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

- Planning, forecasting and execution of Industrial Products sales in West 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 West 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 West 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.
