

## Job Description

<b>Position</b>	MARKETING MANAGER	<b>Vertical</b> – Marketing
-----------------	-------------------	-----------------------------

### Role:

<b>Job Title</b>	Manager	<b>Department</b>	Marketing & Sales
<b>Reporting to</b>	Asst. VP /General Manager	<b>Grade</b>	
<b>Jobs Reporting Into</b>	Executives	<b>Location/Unit</b>	Mumbai

### Role Description:

<ul style="list-style-type: none"> <li>❖ To develop Public relations and generate business, with the right channels and healthy team work to achieve the set goals.</li> <li>❖ To ensure continued growth and expansion activity with a focussed approach to gain maximum market share</li> <li>❖ Understand and work closely with customers for two way smooth interactions and long term relationships</li> <li>❖ Demonstrate marketing expertise in own area to increase customer base and assist Sr. Management in execution of planned strategy, processes and achieve forecasted results</li> </ul>
---

### Job Responsibility & Goals:

Business Responsibility Areas	Key Performance Indicators
<p><b>Marketing &amp; PR Management</b></p> <ul style="list-style-type: none"> <li>▪ Responsible for a key accounts in various areas – To manage relationship, develop PR and ensure sustained long term business. <ul style="list-style-type: none"> <li>• Having good relationship and giving value addition to the customer and consumer.</li> <li>• Explore business opportunities with different stakeholders for focused products and design strategies and initiatives to generate demand</li> <li>• Engaging in PR activities to build customer relationship</li> <li>• Attend various events and ensure brand promotion</li> </ul> </li> <li>▪ Marketing Reach and efforts <ul style="list-style-type: none"> <li>• Ensuring coverage of Firetech brand in various channels like, digital, offline events, direct marketing tools etc.</li> <li>• Design and execute field marketing activities around the focused products with a view to increase adoption and depth</li> </ul> </li> <li>▪ To handle distribution partners</li> </ul>	<p><b>Number of prospects generated, number of meetings done, total relations built, PR built through various events</b></p> <p><b>Brand presence in various channels and business generated through these channels</b></p>

<ul style="list-style-type: none"> <li>• Working on the viability of the distribution partners.</li> <li>• Ensuring proper coverage in the area assigned to the distributors.</li> <li>• Managing claims.</li> <li>• Ensuring FIFO in distributors' end</li> <li>▪ To ensure market intelligence             <ul style="list-style-type: none"> <li>• Updating the team on the changes happening w.r.t the products, offers and competition and also informing them about the trends in the industry.</li> <li>• Study the market for new products and analyse the potential opportunities and come up with ways and initiatives to drive sale of new products</li> </ul> </li> <li>▪ To manage the customer and consumer             <ul style="list-style-type: none"> <li>• Negotiating with the customers and intervening in the operational/service issues.</li> <li>• Building relationships with clients and customers.</li> </ul> </li> <li>▪ To maintain MIS             <ul style="list-style-type: none"> <li>• Preparing sales budget, forecasting and market intelligence for designated area.</li> </ul> </li> <li>▪ To manage teams             <ul style="list-style-type: none"> <li>• Plan goals, review and provide feedback to subordinates</li> <li>• Training of Sales Executives and distributor salesmen to gather relevant information for reporting.</li> <li>• Work on growth and development of the reporting team by providing them with required inputs, direction and opportunities.</li> <li>• Conduct performance appraisals for subordinates and recommend team members for promotion</li> </ul> </li> <li>▪ Enable Sales on yearly basis             <ul style="list-style-type: none"> <li>• Enabling leads and business directly or indirectly through the sales team</li> </ul> </li> <li>▪ QMS System Compliance &amp; CRM Adherence             <ul style="list-style-type: none"> <li>• Ensure compliance to quality system, completion/ updating of documents as per QMS</li> <li>• Daily reporting and updating of correct and actual data in CRM system</li> </ul> </li> <li>▪ Liaison with Other Verticals             <ul style="list-style-type: none"> <li>• Collaborate with operations, manufacturing , dispatch team to ensure availability of material stock of focused products in line with demand</li> <li>• Coordinate with other team members to resolve all interfacing related issues</li> </ul> </li> </ul>	<p><b>Number of partners Ad</b></p> <p><b>Timely feedback and improvements suggested</b></p> <p><b>Repeated business and relationship building</b></p> <p><b>Process adherence</b></p> <p><b>Overall team output for region</b></p> <p><b>Enablement of Sales achievement in terms of numbers (3 Cr annually)</b></p> <p><b>Process adherence</b></p> <p><b>Smooth functioning and feedback</b></p>
---	---

**Job Specifications:**

Knowledge		Attitudes		Skills	
1	Financial Scope- Ability to handle big Capital Budget projects/Orders – INR 1-2 Cr or more	1	Self-Motivated	1	Presentation
2	People Management – Direct 1 or more	2	Outgoing	2	Communication
3	Geographical – PAN India	3	Organized	3	Professionalism
4	Sales of Industrial Goods	4	Adaptive to changing Environment	4	Analytical
5	Estimation & Documentation	5	Persuasive	5	Creativity
6	Quotation Preparation	6	Able to handle criticism		

Role Requirements / Specifications	
<b>Qualifications</b>	<u>Essential</u> <ul style="list-style-type: none"> <li>· Bachelor's Degree in Engineering or Science or Commerce</li> </ul> <u>Desired</u> <ul style="list-style-type: none"> <li>· Mechanical / Production discipline, MBA would be Plus</li> </ul>
<b>Previous Experience</b>	<u>Essential</u> <ul style="list-style-type: none"> <li>· Minimum 8-9 years of experience in industry or any project consultancy organisation in marketing &amp; sales domain</li> </ul> <u>Desired</u> <ul style="list-style-type: none"> <li>· Experience in Manufacturing/chemical/petrochemical/Distribution industry</li> </ul>
<b>Travel</b>	The job involves extensive travelling upto 80% across India