



POSITION: MANAGER (MARKETING) - SWITCHGEAR

JOB RESPONSIBILITIES :

- Formulating and achieving targets in accordance with the overall objectives of the annual All India Sales Plan
- Developing and improving market penetration, market share, monitoring competitors' activities and developing strategies to improve competitive performance
- Customer liaison and relationship management
- General orders
- Ensure proper debtor management
- Development and prepare proper MIS
- Representing the Company at appropriate industry and trade functions and developing working relations with key individuals in the industry, including strategic customers / business partners
- Provide leadership to the marketing team to ensure achievement of individual targets
- Liaison and follow through with Head Sales Office, Manufacturing, Engineering, etc. for meeting customer schedules

QUALIFICATIONS

Graduate Electrical Engineer, preferably with an MBA in Marketing, and with flair for marketing.

EXPERIENCE

The candidate should have around 10-12 years experience and good track record in marketing of MV Switchgear. A go-getter with strong communication skills and technical knowledge of switchgear products and systems is desired.

AGE

Around 40 years

GENERAL:

Preference will be given to SC/ST/OBC candidates and relaxations will be as per Government directives. Remuneration will be commensurate with qualifications and experience. Relaxations in experience, qualifications, etc. will be made only in case of deserving candidates. Those working in Govt./ PSU should apply through proper channel or produce a No Objection Certificate from their present employer at the time of Interview, in case they are short-listed.

Eligible candidates should forward their applications, through post only, to General Manager (HR & IM), Biecco Lawrie Ltd., P-54 Hide Road Extension, Kolkata 700 088, indicating the position applied for, latest by 19.12.2009