



## **MANAGER / SENIOR MANAGER (MARKETING)–1 Position**

Location : DELHI

### **Job Profile**

The incumbent will head the Northern Region marketing operations and guide a team of marketing professionals. The position reports to the Deputy General Manager (Marketing).

### **Job Description**

- Responsible for formulating and achieving the regional sales targets in accordance with the overall objectives of the annual All India Sales Plan
- Responsible for developing and improving market penetration, market share, monitoring competitions' activities and developing strategies to improve competitive performance
- Guiding Company's business and product development Plan as per market trends
- Customer liaison and relationship management
- Ensure proper debtor management
- Development and preparation of proper MIS
- Represent the Company at appropriate industry and trade functions and develop working relations with key individuals in the industry, including strategic customers / business partners
- Provide leadership to the regional marketing team and 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 in Northern India. A go-getter with strong communication skills and technical knowledge of switchgear products and systems is desired.

### **Age**

Preferably around 45 years

**GENERAL:** Preference will be given to SC/ST/OBC candidates. Relaxations will be as per Government directives. Remuneration will be commensurate with experience and qualifications and relaxation in qualifications, experience, etc., will be made only in the 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. Incomplete application forms shall be liable for rejection.

Eligible candidates should forward their applications THROUGH POST ONLY to GM(HR&IM), Biecco Lawrie Limited, P-54 Hide Road Extension, Kolkata 700 088 within fifteen (15) days from the date of publication of the advertisement