



OFFICER / ASSISTANT MANAGER – MARKETING

KOLKATA	–	No. of Positions – Two(2)
MUMBAI	–	No. of Positions – One(1)
NORTH	–	No. of Positions – One(1)

JOB PROFILE:

Responsible for marketing of the Company's products and achieving the regional sales targets in accordance with the overall targets of the Annual Sales Plan. Will assist in gathering market intelligence and analyze the same for improved market share, responding to Customers' needs, etc.

JOB DESCRIPTION:

- Achieving targets in accordance with the overall objectives of the Annual Sales Plan
- Developing and improving market penetration, market share, monitoring competitors' activities and developing strategies to improve competitive performance
- Customer liaison and relationship management in respective business areas
- Follow-up for approval, site assessment and enquiry generation
- Generate orders
- Ensure proper debtor management
- Development and preparation of proper MIS on offer generation, order booking and collectibles
- Coordination with Head Sales Office / Branches
- Liaison and follow through with related Departments and Shop Floor for time bound deliveries / commitments, etc. for meeting customer schedules

QUALIFICATION:

A Graduate Electrical / Mechanical / Electronics Engineer or DME / DEE

EXPERIENCE & AGE:

Graduate Engineer: Officer level: 2-3 years experience
Graduate Engineer: Assistant Manager level: 4 – 6 years experience
Age: Preferably around 27-35 years

Diploma Engineer: Officer level: 4-6 years experience
Diploma Engineer: Assistant Manager level: 7-10 years experience
Age: Preferably around 30-36 years

in the field of marketing of industrial products. Should be willing to travel and possess excellent written and oral skills. A person with experience / exposure in HT / MV Switchgear field would be preferred. Placement will be in accordance with relevant years of experience and capability of the candidate.

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 age, 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 to GM(HR&ICT), Bienco Lawrie Limited, P-54 Hide Road Extension, Kolkata 700 088 within fifteen (15) days from the date of publication of the advertisement.