



OFFICER (MARKETING) – CHENNAI : One(1) Post

JOB PROFILE :

Responsible for marketing of the Company's Switchgear 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
- . Generate orders
- . Ensure proper debtor management
- . Development and preparation of 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
- . Liaison and follow through with Shop Floor for time bound deliveries / commitments, etc. for meeting customer schedules

QUALIFICATION:

A Graduate Electrical / Mechanical / Electronics Engineer, with a flair for marketing of industrial products

EXPERIENCE:

Should have around 2-5 years experience 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.

AGE:

Preferably around 30 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 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.