

SENIOR BRANCH MANAGER (NORTH)

Job Profile:

He will be responsible for formulating and achieving the regional sales targets in accordance with the overall objectives of the annual national sales plan. He will be responsible for developing and improving market penetration, market share, monitoring competitors' activities and developing strategies to improve competitive performance. He will also be responsible for the day to day administration of the Branch including ensuring statutory compliance and documentation as per laid down guidelines.

Job Description

- Heading the Northern region marketing function
- Developing marketing strategies and Plans for the switchgear and projects business.
- Guiding company's business and product development plan as per market research carried out by him
- Customer liaison and relationship management
- Generating orders and ensure proper debtor management
- Develop and prepare proper MIS for feedback and review by higher management
- 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

Qualification:

A Graduate Electrical / Mechanical Engineer, preferably with an MBA in Marketing, and with flair for marketing will be desired.

Experience:

The candidate should have around 10-12 years experience in marketing, of which at least 6-8 years should be in the field of Switchgear marketing. A go-getter with strong communication skills and technical knowledge of switchgear products and systems is desired.

Age:

Preferably between 40-45 years