

Manager- Marketing or/and Business Development:

Qualification and experience: The candidate should be B.Tech + MBA/PGDM with minimum 10 yrs. and minimum 5 years of experience in Business Development/Marketing. Excellent communication skills are essential.

Role and Responsibilities:

A. Manager-Marketing

- Planning and supervision of marketing operations.
- Developing marketing plan and budget.
- Recommend creative and cost effective promotional activities.
- Responsible for developing, executing overall marketing strategy, marketing calendar.
- Conduct marketing campaigns and trade shows to promote brand awareness.
- Assist in designing and developing marketing collaterals and promotional materials.
- Maintain customer relationship programs and track customer satisfaction.
- Generate marketing reports to management when needed.
- Evaluate current marketing program and recommend improvements.
- Stay updated with latest marketing trends and competitor activities.
- Overseeing Digital, Social media strategy and content marketing for all platforms.
- Responsible to board through CEO for achieving marketing & Board objectives.

B. Manager- Business development.

- Responsible for business management, service excellence, operations and profitability and growth.
 - Planning and supervision of BD operations.
 - Developing BD plan and budget.
- Identify opportunities, prepare & submit proposals, negotiate and close the orders.
- Actively and successfully manage the sales process.
- Develop new business relationship by generating leads and initial phone calls.
- Meet with existing client for cross selling / up selling of business across India and International Location.
- Identify, analyze and recommend specific business opportunities for the profitable growth of the company
- Provide plans & assist in identifying appropriate strategic partners to drive various growth initiatives.
- Preparing documents to put out tenders for contractors.
- Planning for future development in line with strategic business objectives.
- Develop strategic alliances with Industry bodies, SME and start-ups.

Share resume at nixi@nixi.in