

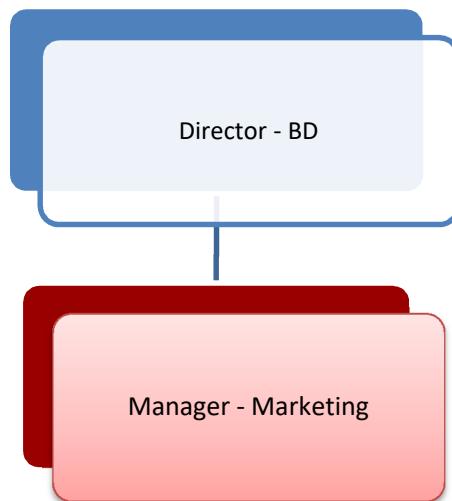
JOB DESCRIPTION

Job Title	Manager - Marketing
Reports to	Director – BD
Division/ Dept.	Marketing

1) Job Purpose/KRA

Increasing brand awareness & market share of company products to achieve sale targets.

2) Reporting Hierarchy



3) Job Description

- We are looking for a talented Marketing personnel to undertake marketing activities for the benefit of our company.
- You will be having regular meetings to understand client's requirements in laboratories and finalize orders of lab products to increase company sales.
- The ideal candidate will be passionate for the "art" of marketing and will have an abundance of ideas for building efficient strategies.
- He/she must have knowledge of laboratory products & bring forth a strong arsenal of techniques and methods to promote our products, services and public image.
- The goal is to reach out to the market and cultivate the customer's interest in our products and services in ways that strengthen our reputation and facilitate our continuous growth.

4) Responsibilities

- Understand the range of lab products & lab industry. Getting the knowledge of lab products of different brands, its usage & applications.
- Planning and implementing various marketing strategies to build strong network and connections.
- Regular meetings with big Pharma, chemical and other suitable industry – Companies.
- Expanding the business horizon through various sources of marketing (digital, marketing events, seminar, brand promotion, advertisement etc.)
- Initiate and control surveys to assess customer requirements and dedication
- Write a copy for diverse marketing distributions (brochures, press releases, website material etc.)
- Monitor progress of campaigns using various metrics and submit reports of performance.
- Team management and analysis of performance of the team.
- Overall team performance will be evaluated by you on weekly, monthly, quarterly basis and so on.
- To generate sales report, forecasting sales report to management on monthly basis.
- To identify shortfalls, and suggesting ways and means to overcome the shortfalls if any.

- Different kinds of various marketing – sales strategies must be implemented whenever it is needed, accordingly you may train your team members to achieve the decided targets and Goals.

5) Skills & Knowledge

Educational Qualification	<ul style="list-style-type: none"> • Bachelors / Masters in Science Background. • Additional qualification in Marketing Area preferred. (MBA/DBM)
Relevant Experience	<ul style="list-style-type: none"> • At least 5 years of experience in marketing of laboratory material & equipment. • At least 5 years of experience of handling teams. • Experience of ERP or BI systems will be preferred.
Others	<ul style="list-style-type: none"> • Resident of Pune or must be ready to relocate. • Excellent communication in English, Marathi & Hindi.