

JOB DESCRIPTION – JE-II/EXECUTIVE (MARKETING)

JOB TITLE	Executive (Marketing)	DEPARTMENT	Marketing (Packed)
REPORTS TO	Dy. Gen. Manager (Marketing)	CTC	7.00 - 8.23 LPA
LOCATION	Chennai	TAKE HOME	33k to 45k p.m. (+ reimbursements)

RESPONSIBILITIES:

<i>Area</i>	<i>Key Activities</i>
Comprehensive	<ul style="list-style-type: none"> • Converting customers from other fuels to LPG. • Regular visit to the outlets and customers using LPG. • Identification of sites and conducting market feasibility for development of Auto LPG Dispensing Stations. • Provide feedback on the competitors' activities on a monthly basis. • Maintain direct contact with all the customers / dealers in order to enhance customer satisfaction, market share and brand image of the Company. • Keeping close coordination with supply locations for timely positioning of cylinders at customers end/dealers end. • Regularly visit and inspect facilities installed and ensure safety by advising safe practices for usage/ handling of LPG/ LPG equipments. • Maintain good rapport with the competitors and local authorities. • Plan and implement campaigns, advertisement & promotions in line with the Group's norms. • Ensure collection of payments from all customers as per the terms and conditions. • Expansion of business segments in an efficient and time bound manner.

QUALIFICATIONS

<p>Educational Qualifications</p> <ul style="list-style-type: none"> • B. Tech (Engg.)/BE degree in Mechanical Engineering <p>Experience</p> <ul style="list-style-type: none"> • 2-5 yrs. experience in the LPG industry <p>Skill Set Requirement</p> <p>Technical:</p> <ul style="list-style-type: none"> • Knowledge of Standards & Acts applicable to petrochemical plant. • In-depth knowledge of markets, applications, products, technologies in the Oil and Gas industry • Proficiency in a wide variety of statistical, financial, and analytical tools and SAP • Analytical skills so as to recommend and evaluate emerging needs. <p>Behavioral:</p> <ul style="list-style-type: none"> • Strong leadership and interpersonal skills • Professional work ethics
