

JOB DESCRIPTION – DEPUTY MANAGER (MARKETING)

JOB TITLE	Dy. Manager (Marketing)	DEPARTMENT	Marketing (Packed)
REPORTS TO	Dy. Gen. Manager (Marketing)	CTC	13.00 LPA
LOCATION	Kolkata, WB	TAKE HOME	65k p.m. (+ reimbursements)

RESPONSIBILITIES:

Area	Key Activities
Comprehensive	<ul style="list-style-type: none">• The officer shall be responsible for overall Packed Marketing activities.• The Officer shall be responsible for implementation of & adherence to various Company Policies for Packed Marketing.• Publication of media advertisement in newspapers/online for distributor appointment. Publishing various sales promotional schemes as per the Company Policy.• Holding promotional activities in different areas like Industrial Hubs, etc. from time to time.• Publishing flex and other branding materials for packed business segment. Publishing interactive promotional videos and publishing in social media. Updating Company website from time to time.• Responsible as administrator for distributor selection.• Responsible for media and press publication for sales promotional activities.• Overseeing Packed Sales area wise. Field visits as when required.• Overseeing Packed Cylinders logistics. Monitoring Distributors sales and performance & reporting to Management.• Identifying Private bottler/tying up with them for taking bottling assistance. Procurement of Cylinders, valves, and consumables as required.• Providing technical assistance to customers for conversion from other conventional fuels to LPG.

QUALIFICATIONS

Educational Qualifications

- B. Tech (Engg.)/BE degree in Chemical Engineering

Experience

- 7-8 yrs. experience in the LPG/Chemical/Lubricant/FMCG industry

Skill Set Requirement

Technical:

- 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.

Behavioral:

- Strong leadership and interpersonal skills
- Professional work ethics