

<b>Position</b>	<b>Manager Product Marketing- Crushers &amp; Screening</b>
<b>Department</b>	Sales & Marketing
<b>Location</b>	Kolkata/Other Location
<b>Reports to</b>	Head- Sales & Marketing
<b>Reported by</b>	Application Specialists

**Role Objective**

- Assumes responsibility for developing the overall business strategy for the respective segment, defining the future direction of the business.
- To capture all market opportunities in the specified product segments & maximize market share
- Ensures product positioning in the market in coordination with the regional team.

**Responsibilities**
**Strategic:**

- Develops the overall business strategy for Business Sector – long term, medium term and short term with specific business targets in line with the overall business objectives.
- Develops product positioning and messaging of the product.
- Strategizes and implements New Product Introduction in the market.
- Develops strategies for brand promotion.
- Provides data for demand forecasting across regions factoring constraints and contingencies with minimal fluctuations of schedules within a quarter.
- Develops price positioning of all the segments of products in the market.
- Establishes strategies for product promotion.
- Builds strategies to bring competitor's customers under TIL's fold.

**Operational:**

- Keeps abreast with market information-trends, sales analysis, market feedback etc. and uses the same to improvise the sales strategies.
- Understands and analyses customer requirement on the technical specification to consult the customer on their specific requirements.
- Prepares product configuration as per customer's requirement.
- Ensures achievement of sales target as per plan in coordination with the regional team.
- Coordinates with the manufacturing and design team for giving product feedback.
- Organizes trade shows and involve in product promotions.
- Identifies the market potential and targeted sales for the product support to achieve budgeted targets through customer coverage in various regions.
- Enhances market share by reviewing the competitor's strategies on customer's offerings and formulate plans to receive the same.
- Devises plans to capture Voice of Customers and swiftly derive new plans based on the requirements gathered there from.
- Establishes Operations and Maintenance strategies and estimates the cost associated with such projects.

- Scans environment constantly, identify changes in the economy at national and global levels, analyze the impact of these changes on the businesses, draw up action plans to take proactive actions to cope up with the dynamic environment.
- Communicates market understanding to the organization to ensure that it is constantly exposed to this knowledge and adapts itself accordingly.
- Tracks competitor's strategies continuously and activates to understand market trends and alter action plans of the sector so as to be ahead of the market and communicates the same to Territorial head for their operational advantage.

**Financial:**

- Executes business strategies into financial/bottom-line impact through effective overseeing and supervision of customer sites.
- Monitor all financial performance measures of the organization in the marketing perspective at various levels and takes steps to improve the same.

**People:**

- Assumes overall responsibilities to develop, motivate and lead his team and establish mechanisms to groom potential managers.
- Ensure timely implementation of Performance Management Systems as per guidelines.
- Takes initiatives and encourages team to undergo technical trainings to upgrade their skill levels.
- Provides inputs to individual developmental plan of all the subordinates and also evaluate the effectiveness of the training provided.
- Ensures optimum allocation of resource.
- Monitors the initiation steps to demonstrate cultural change and enhancing image building of the organization.

**Internal Interface**

- All related departments

**External Interface**

- Financers
- Collaborators
- Govt. Bodies
- Customers

**Education**

- B.E./B.Tech in Mechanical Engineering

**Experience**

- 8-10 years in relevant industrial segment.

**Functional Skills**

- Knowledge of Crushers and Screening products.
- Analytical ability.
- Product application skills.
- CRM exposure.

**Behavioural Skills**

- Customer Orientation
- Change Management
- Execution Excellence
- Achievement Orientation
- Decision Making
- Personal Effectiveness
- Impact & Influence