



Job Description

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Senior Marketing Manager Defence and Aerospace - JD (DJD2021022)	
Roles	Sales and Marketing of Defence and Aerospace
Responsibilities	<ul style="list-style-type: none"> . Develop business with Tier 1 Pvt. & Defence PSUs on projects, tender RFPs, products & solutions . Develop export Business . To meet annual sales commitment . Co-ordinate & Liaise with MoD, Forces HQ, Commands for Bidding, TEC, CNC, ATP, Collections . Create sales channel partner for liaison, distribution and service . Develop, and evaluate marketing strategy, based on knowledge of customers objectives, market characteristics, cost and competitive factors . Lead and guide team in promotional activities and Expo, trade shows, demonstrations working with developers, advertisers, and production managers, to market products and solutions.
Category	DPP/DAP knowledge
Qualifications	BE / Btech
Experience	8+ Experience in Electronics products and have dealt with Defence Tier 1 Private & Public customers, solution selling, large contract/project management, Meeting consultants and specifying products, Tender participation
Technical & Process Capabilities	<p>Candidate having experience in one or more of following domains in Land, Naval, Avionics, Electro-Optics and public safety.</p> <p>ability to harness extensive industry knowledge, people and assets to deliver sustainable long-term solutions.</p> <p>Ability To develop Product roadmap, Product strategy, Revenue path for the product, RFP response, project scoping, Use Case development, estimation, planning, risk management,</p> <p>Tender Bid documentation, technical & commercial proposal.</p> <p>Competition analysis, Stake holder communication, use case/application analysis</p>
Behavioural Capabilities	<p>Exemplary interpersonal, communication and negotiation skills</p> <p>Excellent team- and relationship-building abilities, with both internal and external parties (customers, business stakeholders, partners, etc.)</p> <p>Natural tendency to be positive, creative and inquisitive to extract competition, buying power and budget</p> <p>Team player who enjoys collaborating with others</p> <p>Genuine empathy toward customers and commitment to diving into working on their challenges. Go-getter, result oriented</p>
Values	Accountable & Responsible, Ethics & Integrity, Knowledge, Collaboration, Caring, Agility, Empowerment with Accountability and Sustainability
Preferred Experience, Knowledge & Attributes	<p>Good Tier 1 and global connect</p> <p>Service background</p> <p>Experience in scaling up business with Mod and Tier 1</p>
Compensation	Bangalore