

 Job Description		Format No:HR_F_160 Version: 2.0 Date: 23-Jul-21
Marketing Manager -Retail- JD (DJD2021013)		
Roles	Meet annual orders and sales plan and implementation of Business roadmap To act as a bridge between customer , regional sales , coe,product manager and operations team lead , monitor and mentor Regional sales Dynamic in customer connect and building industry network	
Responsibilities	Determine the demand for products and services offered by the company and its competitors and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. collaborate with CoE team on product development or monitor trends that indicate the need for new products and services	
	Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark-up factors.	
	Monitor regional sales and ensure regional targets are met	
	setting up channel sales and identify system integrators	
	Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analysing business developments and monitoring market trends.	
	Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and solutions.	
	Initiate market research studies and analyse their findings.	
Category		Description
Qualifications	Any	
Experience	Minimum 5 years of experience in Retail Business development and sales Retail product and solution sales (footfall counting , people counting, business analytics and video analytics) Minimum 5 years of experience in Retail Business development and sales Channel marketing, vertical/domain expert, large account management, security systems, solution selling, large contract/project management, Meeting contractors, consultants and specifying products, Tender participation, thorough understanding of India market. Overall : who has practiced Consultative solution selling approach and managed large customers with 1Cr + annual revenues.	
	Experience in retail domain	
Behavioural Capabilities	Communication, Customer/ Stakeholder connect	
	Excellent team- and relationship-building abilities, with both internal and external parties (customers , business stakeholders, partners, etc.)	
	Natural tendency to be positive, creative, and curious	
	Team player who enjoys collaborating with others Process, Collaborative, Teamwork	
	Genuine empathy toward customers and commitment to diving into working on their challenges	
	Result oriented, Stretching Boundaries, & Decisive	
Values	Accountable & Responsible, Ethics & Integrity, Knowledge, Collaboration, Caring, Agility, Empowerment with Accountability and Sustainability	
Preferred Experience, Knowledge & Attributes	Experience in Working with Channel Partners	
	Experience in working with system integrators	
	Solution Experience	
Compensation	To be filled by HR	