

## **Advertisement for the Post of Marketing Head of CEFC Pratham Foundation**

CEFC Pratham Foundation is engaged in providing training, skill development, consultation and has strength in development and delivery, innovations and marketing of technology trainings etc. particularly in the areas of

1. Electro Slag Re-melting (ESR) technology and Steel making process
2. Manufacture of Gears
3. Non-Destructive Testing
4. Welding technology

Company invites applications for the post of Marketing Head, positioned at Ranchi.

### **Educational Qualification**

Full time degree in Management with specialization in Marketing from a recognized University/Institute

### **Experience**

Minimum 20 years of post-qualification experience where he/she should have experience of marketing, Liaisoning, organizing, planning and project co-ordination preferably in training/R&D centres, manufacturing industry, heavy industry of private/public sector.

### **Compensation**

Selected candidate will be offered a package of Rs 12 lac p.a. plus other benefits. However for the right candidate, salary shall not be a constraint.

### **Tenure**

Appointment will be made initially for 3 years and can be further extended on the completion of the term at the sole discretion of the management.

### **How to apply**

The details regarding the position and the Performa of the application can be accessed/downloaded through the website of the Company at [www.hecltd.com](http://www.hecltd.com). The complete application along with write up must reach latest by **12<sup>th</sup> Dec, 2017** in an envelope marked "Application for the post of Marketing Head" to The Director, CEFC Pratham Foundation, Administrative Building, Foundry Forge Plant, Plant Plaza Road, Dhurwa, Ranchi-834004. The applications can also be sent via e-mail to this e-mail id: [akdash@hecltd.com](mailto:akdash@hecltd.com). For any further questions please send your queries to [akdash@hecltd.com](mailto:akdash@hecltd.com).

**\*\* NOTE : Those who had applied earlier in response to the "Advertisement for the Post of Marketing Head of CEFC Pratham Foundation" dated 14.08.2017 within the valid period need not apply again. Their response will be considered for this advertisement as well. \*\***

## **JOB PROFILE AND COMPETENCY/SKILL REQUIREMENT**

Job Profile for the post of Marketing Head is as follows:

- Should Visit businesses to develop relationships.
- In conjunction with the Director, develop an understanding of the current performance of industry sectors.
- Should advertise about the organization through different channels of advertising.
- Build productive relationships with government bodies and attract grants for eligible projects, either directly, or by assisting businesses to access such grants.
- Answer business enquiries, follow up provision of information requests, complaints or identified problems promptly and accurately.
- Assist with marketing and promotional activities ensuring they are appropriate, innovative and effective.
- Maintain ongoing communications with businesses through quarterly newsletters and regular visits.
- The position will be required to maintain professional relationships with a range of Government agencies, statutory authorities other councils.
- Should have excellent communication skills.