

<p>Position (Job Title) Marketing Executive</p>	<p>Reporting to: HOD (BD)</p>
<p>Department: Buisness Development</p>	<p>Expereience: 0-1 years</p>
<p>Location: Pune</p>	<p>Qualification: (Graduation) Specialization Marketing</p>
<p>Core Responsibilities</p>	<p>BASIC REQUIREMENTS:</p> <p>Should have strong English communication skills Should have capability of maintaining good client relations. Should be confident and have a strong convincing attitude. Should have a pleasing personality</p> <p>Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors. Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers. Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections. Develop pricing strategies, balancing firm objectives and customer satisfaction. Compile lists describing product or service offerings. Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities. Consult with product development personnel on product specifications such as design, color, or packaging. Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends. Negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies. Coordinate or participate in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services.</p>