

TERMS OF REFERENCE

1. MARKETING EXECUTIVE

Marketing Executive should ensure that the company sales target is achieved, and the company remains **updated with innovative** products in the market.

Duties and responsibilities:

1. Conducting research to identify compelling new products for the market
2. Carrying out product demonstration, presentation to targeted audience
3. Designing promotional activities to respond to market needs
4. Compiling and distributing financial and statistical information.

Skills requirements:

1. Business Research
2. Data & Market analysis
3. Sales strategy development & Report writing & presentation
4. Tender works
5. Good Computer and IT skill
6. General Knowledge on Automobile business

Other Key attributes:

1. Good Leadership Quality, capacity to supervise and lead
2. Capacity to work independently
3. Ability to constantly improve and optimize
4. Should have good driving skill

Qualification Required:

University Degree, in Business/ or degrees related to business

Experience:

Added advantage with above points for individual worked in Pvt. Companies or government organization for more than 5 years, and has Tally Knowledge.

Salary:

Starting **Nu. 35,000-40,000** (based on the work output)

All other benefits as per company ISR

2. DRIVER.

1. Good communication skills
2. Having driving experience of 3-4 years (having 2-wheeler driving license will be advantage)