

Position – General Manager – Sales & Marketing

Location – Indore, Madhya Pradesh

Industry – Real Estate

Company Name – Confidential

KRA / Goal / Objectives	Task / Role	Weightage (Total 100%)
Feasibility Study	<ul style="list-style-type: none"> Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals. 	15%
	<ul style="list-style-type: none"> Gathering, investigating, and summarizing market data and trends to draft reports. 	
Sales & Marketing Strategies	<ul style="list-style-type: none"> Develops and implements strategic marketing and sales plans and forecasts to achieve corporate objectives 	15%
Budgeting	<ul style="list-style-type: none"> Analysing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals. 	10%
	<ul style="list-style-type: none"> Compiles controls and monitors the budget in accordance with budget allocation/limits. 	
	<ul style="list-style-type: none"> Develops and manages sales/marketing operating budgets based on the projected sales 	
Planning & Managing ATL & BTL Activities	<ul style="list-style-type: none"> Plans and oversees advertising and promotion activities. 	15%
	Ensuring ATL & BTL activities as per requirement of projects time to time	
	<ul style="list-style-type: none"> Formulate, organize and develop marketing activities by identifying the property trend and new market opportunities. 	
	<ul style="list-style-type: none"> Update and manage Digital Marketing and social media profiles. 	
	<ul style="list-style-type: none"> Update knowledge sales related legal documentation and property management. 	
	<ul style="list-style-type: none"> Identifies, qualifies and cultivates new sales opportunities through multiple mediums. 	
Business Developments	<ul style="list-style-type: none"> Responsible for achieving aggressive weekly targets. 	25%
	Existing and upcoming projects sales and development planning	
	<ul style="list-style-type: none"> Manages daily growth and development of assigned campaigns. 	

	<ul style="list-style-type: none"> Manage overall sales and marketing activities that include market research, sales presentations, analysis of sales and marketing trend, advertising and marketing promotional events. 	
Channel Partner and Clint Management	Ensuring new brokers and maintaining relationship with the existing channel partners to promote the sales	10%
	<ul style="list-style-type: none"> Handle the relationship with clients and agents 	
	Managing and handling old and new customers in all aspects	
Fund collection	Ensuring fund collection from all cutomers time to time	
Team Management	<ul style="list-style-type: none"> Influences, communicates, motivates and inspires team members to achieve departmental objectives. 	10%
	<ul style="list-style-type: none"> Participates in the recruitment process for the Sales & Marketing department, determining staffing levels for the department. 	
	<ul style="list-style-type: none"> Monitors and follow-ups on specific tasks and project deliverables. 	
	<ul style="list-style-type: none"> Provides recommendations on training and development, planning of subordinates. 	
	<ul style="list-style-type: none"> Analyses statistical information pertaining to staff attendance, overtime, leave and addresses deviations or occurrences of abuse and/ or workplace conflict through the implementation of corrective measures in accordance with Human Resources Policies and Procedures. 	
		100%

Interested candidate please share your cv at:

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