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Sales and Marketing Executive (Mumbai)

Description

As a Sales and Marketing Executive in the dynamic realm of media production and technology, your primary responsibility is to drive business growth by identifying and nurturing new opportunities, fostering partnerships, and enhancing revenue streams for the company. You will be a key player in expanding the company's presence in Media Services & Technology, Experiential Events and Digital Signage, contributing to its success and expansion.

Responsibilities

1. **Market Insights:** Conduct comprehensive market research to uncover emerging trends, prospective clients, and growth avenues within the Retail and Advertising industries, with a specific focus on the India media and agency market.
2. **Client Acquisition:** Identify and target potential clients and strategic partners, both locally and internationally, with a keen understanding of the India media and agency landscape. Establish meaningful relationships and transform leads into enduring business connections.
3. **Partnership Development:** Investigate and forge partnerships with like-minded companies, content creators, advertising agencies and technology providers to diversify the company's portfolio and broaden its reach, particularly in the Indian market.
4. **Sales Strategy:** Formulate and execute strategies to boost revenue through media-related services, tailoring approaches to the unique demands of the Indian media and agency market.
5. **Negotiation:** Skilfully negotiate contracts and agreements with clients, partners, Retail Companies and advertising agencies, ensuring mutually advantageous terms and conditions and taking into account the nuances of the Indian market.
6. **Client Relationship Management:** Cultivate robust, ongoing relationships with existing clients, with a strong focus on understanding their needs within the Indian context, ensuring their satisfaction, and uncovering opportunities for upselling and cross-selling.
7. **Proposal Development:** Create persuasive and effective proposals that address client needs, align with the company's offerings, and reflect a deep understanding of the Indian media and agency market.
8. **Market Positioning:** Devise strategies to position the company as a prominent player in the content services industry, encompassing branding and marketing initiatives, with a clear understanding of the Indian media and agency landscape.
9. **Competitor Analysis:** Stay informed about competitor activities, pricing strategies, and market dynamics in both the global and India contexts, offering valuable insights to steer business development decisions.
10. **Sales Reporting:** Deliver regular reports on sales performance, market trends, and progress toward business development objectives, including specific insights related to the Indian market.

Qualifications

Hiring organization

Monolith Communications

Employment Type

Full-time

Industry

Media Services and Technology

Job Location

Mumbai, Maharashtra, India

Date posted

January 22, 2024

1. **Education:** A bachelor's degree in business, marketing, communications, or a related field is typically preferred with 4 to 5 Years of Agency experience in India.
2. **Industry Acumen:** Possess an in-depth understanding of the advertising and Retail industry, including trends, key players and emerging technologies with a strong emphasis on the India media and agency market.
3. **Sales and Marketing Proficiency:** Exhibit robust sales and marketing skills, covering lead generation, negotiation, client relationship management, and proposal development.
4. **Communication Expertise:** Demonstrate excellent written and verbal communication skills for effective idea communication, negotiation with clients, partners and creating compelling proposals.
5. **Networking:** Display the ability to construct and maintain a robust professional network within the advertising and Retail Industry.
6. **Analytical Abilities:** Showcase proficiency in market research, data analysis and data-driven decision-making, with a focus on India-specific data.
7. **Tech-Savvy:** Be familiar with media-related technologies, digital platforms, and advertising tools, and be adaptable to India-specific tech trends.
8. **Results-Driven:** Exhibit a strong drive to attain targets and meet business development goals, with a keen awareness of goals.
9. **Adaptability:** Show the ability to adapt to evolving market conditions and adjust strategies accordingly, especially within the Indian market.
10. **Team Collaboration:** Demonstrate strong collaboration and teamwork skills, as cooperation with various departments within the organization may be required, with a focus on cross-functional collaboration.