

Company Profile

SIFL is a PSU engaged in the manufacture of forgings with Carbon Steel, Alloy Steel, and Titanium Alloy, Aluminium Alloys etc., catering to the needs of Aerospace, Defence, Railways, Oilfield, Heavy Engineering Sectors and exports. The company also has got a Precision Machining Unit at Shoranur. The Company is on the threshold of expansion, and desires to fill up the following vacancy:

Job Profile & Qualification

Post	SENIOR MANAGER (MARKETING)
Vacancy	One (Permanent post)
Category	General
Job Profile	The incumbent shall be entrusted with the Marketing functions of the company and shall be responsible to achieve targets and shall report the Managing Director.
Responsibility	<ul style="list-style-type: none">• Develop pricing strategies, balancing firm objectives and customer satisfaction.• Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.• Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.• Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.• Direct the hiring, training, and performance evaluations of marketing staff and oversee their daily activities.• Negotiate contracts with vendors and to manage product sales and developing marketing strategies.• Coordination with other departments to ensure that the products are delivered on time.• Compile lists describing product or service offerings.• Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.• Select products and accessories to be displayed at trade or special production shows.• Coordinate and participate in promotional activities and trade shows, working with agents appointed by the company to market products and services.• Advise business and other groups on local, national, and international factors affecting the buying and selling of products and services.• Initiate market research studies and analyze their findings.• Consult with agents and clients to gain advice regarding the types of products or services expected to be in demand.• Conduct economic and commercial surveys to identify potential markets for products and services.• Responsible for meeting the export target
Qualification	Essential : B.Tech. (Mechanical/Production/Metallurgical) with min. 60% of marks and MBA (Marketing)
Experience	At least 12 years of post qualification experience in Marketing Department of reputed manufacturing industry preferably in Engineering based.
Age Limit	Age limit for the above post is 45 years with Usual relaxation.
Details of Appointment	The appointment shall be on probation in the post for a period of 1 year in the scale of pay of Rs. 36140-900-40640-1000-48640-1100-49740 in Senior Management

including salary package	category. This Emolument includes DA at Government rates and HRA totalling to around Rs. 76,063/- <u>Other Benefits on confirmation of probation includes</u> <ul style="list-style-type: none"> • Medical reimbursement, Leave Encashment, Contributory Provident Fund (CPF), Gratuity, Accident Insurance etc. During the probation period only CPF & Accident insurance may be given
How to apply	Applications forms can be downloaded from the SIFL Website www.siflindia.com . Filled in application form should be send to The Managing Director, Steel And Industrial Forgings Ltd., Athani PO, Thrissur – 680 581, KERALA along with the following documents: <ul style="list-style-type: none"> • detailed CV with recent photograph along with details of present salary drawn. • Self-attested copies of certificates to prove age, qualification and experience • The envelope should be superscribed as “APPLICATION FOR THE POST OF SENIOR MANAGER (MARKETING).” • Application send otherwise than through the prescribed mode mentioned herein will not be accepted. • The application with all details should reach the above address on or before 05.02.2018.
Application Fee	Nil
Management reserves the right to reject the candidature at any time and also in suitable cases relax the terms and conditions of appointment.	