

Assistant Manager-Marketing

Applications are invited from Advertising professionals for the post of Assistant Manager-Marketing at Head Office in Janakpuri, New Delhi. Last Date of receipt of Applications via email is 28th March 2014.

The Details are given below.

Post: Assistant Manager-Marketing

- **Eligibility:** Post Graduation with relevant experience or Graduate with min. 5 years of experience in Advertising. Excellent oral and written communication skills in English. Familiarity with the geography of the location. Comfortable with ambiguity and unpredictable work hours
- **Software Requirements:** Internet, Microsoft Word , Powerpoint, Outlook. Highly proficient in Google Analytics and Excel.
- **Responsibilities:**
 1. Effectively search prospective clients and generate sales leads. Leads could range from a classified category to a TVC.
 2. Converting Leads into Business and ensure proper inflow during the period of service.
 3. Manage end-to-end client relationship including pitching, negotiation, contracting, billing / invoicing, payment collection, graphic design support (with the help of the Graphics Team), campaign activations, result tracking and troubleshooting.
 4. Manage critical client accounts which have higher degree of complexity in terms of client servicing.
 5. Handle special projects related to Advertising/PR/Events. Involves taking single-point responsibility of a certain revenue stream, process improvement, business development of new products/services, etc.
- **Joining :** 1st April 2014

Send your complete applications with Photo to hr@lalitads.com . You can attach certificates from companies you have worked for.