

Job ID : YM-011-07-25

Title : **Sr. Executive/ Assistant Manager**

Role : **Marketing**

Department : Audio Marketing

Location: : Gurugram

No. of Position : 1

Required skills/qualifications:

- 1) Knowledge and experience in B-to-B Audio marketing
- 2) Data analysis skills
- 3) Communication and presentation skills
- 4) Planning and execution skills

Scope of responsibility:

Responsible for the success of the marketing strategy

Personality sought:

- 1) Willingness to deliver results
- 2) Problem-solving skills
- 3) Teamwork
- 4) Adaptability to change

Job Description:

- 1) Market research, competitive analysis, identification of target customers
- 2) Assist in marketing strategies developing for products (e.g. sales strategies, pricing, sales promotion activities)
- 3) Support in planning, execution and effectiveness measurement of marketing campaigns
- 4) Investigation of improvement measures through data analysis
- 5) Communication with customers, third parties and internal staff (e.g. understanding customer needs, collecting feedback, coordinating with external vendors or agencies)
- 6) Selection of sales channels and management proposals

Core Competences:

- 1) Minimum 5 years' experience in B to B audio marketing activities for the live sound systems, large venue's sound reinforcement systems and houses of worships PA system, Installation sound system (meeting rooms, conference rooms, fully installed voice reinforcement and public address system, paging system, distributed audio and background music system, auditoriums, ballrooms, conference centres)
- 2) Need wide range PA equipment (hardware and software) knowledge, especially for digital mixers, digital processors, networked audio and output system including Yamaha products and also other PA manufacturer's products.
- 3) Ability to achieve smooth communication with customers and internal members of the company (listen carefully to others, identify issues and propose solutions, make persuasive presentations, coordinate with external vendors or agencies)
- 4) Ability to carry out pull-type marketing activities using digital marketing tools. And push-type

marketing activities to identify key customers and key projects and to find or create the demand from the market by using these efficiently and effectively.

- 5) Analysing customer requests and product complaints from multiple perspectives, formulating the necessary countermeasures and taking action in a timely manner, based on an understanding of the essence of the issue.
- 6) Qualifications relevant to the Pro-AV industry are highly preferred (CTS, Dante Certification, etc.)
- 7) Acoustics knowledge such as room acoustics, architectural acoustics, psychoacoustics and acoustic simulations are preferred.