

**NOTICE**

**Placement - PARSHWANATH GROUP**

Parshwanath Group has the following companies under its belt viz Parshwanath Dyechem Industries Pvt Ltd, Parshwanath Pigment Ltd and Parshwanath Pharma Ltd.

The company was established in 1991 with the manufacturing of phthalocyanine pigments, Dyestuff, and chemical intermediates plant-based at Vatva, Ahmedabad District, and Gujarat.

The group has started another plant Parshwanath Pigment Ltd. at Piludra in Jambusar District, Gujarat with approval from State as well as Central Authorities.

**Job Description** – Sales and Marketing

**Location** – Ahmedabad

**Qualification** – MBA – Marketing

**Experience** – 0 to 2 Years (fresher can apply)

**Salary Range**- 20k to 25k per month

**Position Overview:**

They are seeking a motivated and dynamic Sales and Marketing Specialist to join their team. This role will play a crucial part in driving our company's growth by developing and executing effective sales and marketing strategies. The ideal candidate is a creative thinker with a passion for connecting with customers and a strong understanding of sales and marketing principles.

**Key Responsibilities: Sales**

- Identify potential clients and develop new business opportunities through targeted outreach and networking.
- Build and maintain strong relationships with clients, understanding their needs and providing tailored solutions.
- Conduct product presentations and demonstrations to prospective clients, showcasing the value proposition of our offerings.
- Collaborate with the sales team to develop sales strategies, set goals, and achieve revenue targets.
- Prepare and deliver sales proposals and contracts, and negotiate terms to close deals.

**Marketing:**

- Develop and execute comprehensive marketing plans that align with company objectives and target audience.
- Create engaging content for various marketing channels, including social media, website, blogs, and email campaigns.
- Monitor and analyze market trends, competitors, and customer behavior to refine marketing strategies.
- Plan and coordinate promotional events, trade shows, and campaigns to enhance brand visibility and customer engagement.
- Measure and report on the effectiveness of marketing initiatives using relevant metrics and analytics tools.
- Collaboration:
- Collaborate cross-functionally with internal teams such as product development, customer service, and finance to ensure a seamless customer experience.
- Provide insights from customer interactions to inform product improvements and enhancements.
- Participate in team meetings, contributing ideas and strategies to drive company growth and innovation.

### **Qualifications:**

- Bachelor's degree in Business, Marketing, or a related field. MBA is a plus.
- Proven experience in sales and marketing roles, with a track record of achieving sales targets.
- Strong understanding of sales techniques, customer relationship management, and market trends.
- Excellent communication skills, both written and verbal, with the ability to effectively present and communicate ideas.
- Proficiency in digital marketing tools, social media platforms, and analytics.
- Creative thinker with the ability to generate innovative ideas for marketing campaigns.
- Strong organizational and time management skills, capable of managing multiple projects simultaneously.
- Demonstrated ability to work independently as well as within a team environment.

**Students interested may revert to Ms.Preeti Das, Placement Coordinators ,Rai School of Management Studies by August 24, 2023**

**Rajesh Nair  
Training & Placement  
Corporate Resource Cell**

