

Ref. No.: RU/TPO/2023/07/05

July 17 ,2023

**NOTICE**

**Placement - Knack Packaging Pvt. Ltd.**

Knack Packaging Pvt. Ltd is a leading Manufacturers & Exporters of HDPE/PP Woven Fabrics, Bags & BOPP Laminated PP Woven Bags

They are looking for the below positions

1. Marketing co-ordinator – International Marketing
2. International Marketing

Salary – Starting Rs.20000/- for both job profile

Students interested may revert to Ms. Preeti Das, Placement coordinator, RSMS by July 20, 2023

Rajesh Nair  
Training & Placement  
Corporate Resource Cell  
Jr. HR Manager (Talent Acquisition)

## Job Description

- **Roles & responsibilities –Export Marketing**
- **Contact databases and campaign archives, contacting vendors to request bids, coordinating production of collateral and trade show displays, and preparing marketing materials for distribution. In addition, assistance in the development of collateral tools, including presentations and marketing materials, and help with promotional programs and campaign strategies to increase product awareness.**
- **Responds to general inquiries concerning area activities in accordance with established policies and procedures & generating new inquiries as well**
- **May arrange meetings and conferences, schedules appointments, and completes travel or conference arrangements of Marketing Personnel.**
- **Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.**
- **Designs and creates a wide variety of customized, professional-quality marketing materials that may include maps, advertisements, illustrations, demographic reports, and executive summary brochures for in-house and client presentations using advanced desktop, graphic, and mapping software.**
- **Research of competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising; maintaining research databases.**
- **Maintenance and Updating of company website, Maintain and broaden social networking to benefit the organization, Establish and expand merchandise opportunities and ensures that the company messages are consistent..**
- **Handling existing customers & retain & increase business from them**
- **Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.**
- **Setting up tracking systems for marketing campaigns and online activities.**
- **Responsible for creating and delivering marketing ideas and activities to the management**
- **Research media coverage and industry trends.**
- **Managing everything through calls & Emails**
- **Types, formats, and produces documents such as proposals, presentations, correspondence, and standard reports**
- **Education Qualifications and Technical Skills: MBA/ Degree/ Diploma in Business Administration, BBA/B. Com Any Course relating to Exports, International Trade, International Business Should be fluent in English, Market Research, Initiative, Understanding the customer, Effective Coordination.**

Job description: Lead Generation

- **Help customers with placing orders, update them on order status. Answer their questions about their orders and shipments. Help in resolving complaints and questions, give customers information about products and capabilities of the company. Maintaining relationships with clients, getting updated with professional & technical knowledge day to day, maximise profits through sales strategies that match customer requirements and promoting products, services and ideas**
- **MARKET RESEARCH - COUNTRY WISE , POPULATION, INDUSTRIES, OUR TARGET MARKETS ETC**
- **FIND RELEVANT DATA BASE - INDUSTRY WISE**
- **FIND PERFECT DATA'S INDUSTRY WISE DEPENDING ON THE COUNTRY**
  - **RICE INDUSTRY**
  - **FLOUR INDUSTRY**
  - **PET FOOD**
  - **ANIMAL FOOD**
  - **CHAR COAL**
  - **FERTLIZERS**
  - **DETERGENT**
  - **ALL OTHER WHERE WE CAN SUPPLY BAGS**
- **FIND BIG BRAND CUSTOMERS AND RIGHT PERSON AROUND THE GLOBE, INDUSTRY WISE**
- **AN EYE ON DIGITAL MARKETING & OUR SOCIAL MEDIA HANDLES**
- **TAP BIG BRANDS AND ARRANGE MEETINGS**
- **DEEP COMMUNICATION TO ARRANGE PROPER MEETING WITH PROPER PERSON - EXCELLENT COMMUNICATION REQUIRED**
- **MAKE PROPER PRESENTATION FOR MEETING - SHOULD BE VERY PROFICIENT WITH PPT**
- **FIND PROPER EXHIBITIONS AND STUDY**
- **BOOK EXHIBITIONS AFTER CHECKING WITH SALES TEAM**
- **CO-ORDINATE WITH ORGANIERS OF EXHIBITIONS**
- **MAKE THINGS READY RELATED TO EXPO INCLUDING PAYMENTS AND NEGOTIATIONS**
- **BOOTH SEP UP AND NEW DESIGN IDEAS**
- **ALL MARKETING MATERIALS TO BE MANAGED UP TO DATE**
  
- **Educational Qualification Bachelors in Any Field, Degree/Diploma in Marketing**
- **Technical Skills Presentable, Effective listening and verbal communication skills,**
- **Basic Computer knowledge [Ms Office is must (Excel specifically)]**
  
- **Behavioural Skills - Polite, Honest, Trustworthy**
- **Overall and Specific experience - Fresher or Experienced**
- **Other Requirements (Please specify) NA**