

JOB ANALYSIS OUTPUT: JOB DESCRIPTION		
Business Units / Function:	The Impals	
Job Title:	Marketing Coordinator	
Incumbent Name:		
Main Purpose of Job:	1. Responsible for Lead Generation and Client Conversion 2. Working on Client Retention and Marketing Strategies 3. After Sales Support and Customized solutions for Clients	
Supervision Received:	CEO	
Supervision Exercised:	Marketing Team	
Key Responsibilities / Accountabilities:	Key Activities	End Results
	1. R&D for Lead Generation	Will ensure lead generation and conversion as well
	2. Competitive Research Analysis	Research will ensure less error rates and hence more efficiency
	3. Editorial Co-Ordination and Sourcing	Will ensure proper content for the clients, hence it will result in client satisfaction
	4. Preparing and Delivering marketing plans within key objectives	Will ensure less error as all the objectives are met and hence will ensure ore efficiency
	5. Involving Key Stakeholders for product at each stage of campaign, and reporting results once completed	Will ensure much better product and service promotion for the clients and hence more satisfaction
	6. Generating Leads for in-house as well as Clients	Will ensure more business to the organization and hence adding value from employee side

	7. Providing innovative ideas for increased client conversion rate	Will enhance incumbent's profile and Performance Appraisal
	8. Help create and promote the overall brand identity of the company	Will ensure proper growth opportunities for the company and hence for the incumbent as well
	9. Identify Potential Market and test them extensively	Opens new market ways and hence will help in increasing revenue
	10. Collect and Analyze Market Research Data and apply it to current projects	Research will ensure less error rates and hence more efficiency
	11. Provide Weekly and Monthly Results	Will show regular growth and advancements
	12. Collecting and Evaluating customer feedback data	Will show customer or client satisfaction
	13. Evaluating customer research, market conditions and competitor data	Will provide more insights and hence increased productivity
Major Challenges		
	1. Lead Generation	
	2. Travel When Necessary	
Key Decision		
	1. Regarding Lead Generation	
	2. For improving After Sales Activities	
Working Relationship within Business Units:		
	1. Digital Marketing Team	
	2. Graphic Designers	
	3. Content Writers	
	4. Market Research Team	
Competency Profile:		
	1. Experiences in delivering client focused solutions to customer needs	
	2. Ability to work to budgets and deadlines	
	3. Highly Energetic	
	4. Self-discipline & commitment	
	5. Innovative & Creative	
	6. Cost Consciousness	
	7. Technical and analytical competence	

	8. High on Integrity
	9. Strong numeracy and IT skills.
	10. Good reasoning abilities. Sound judgment.
	11. A creative approach to problem-solving skill
	12. Tactful, mature, flexible.
	13. Good Written and Oral Communication
	14. Result oriented
	15. Strategic Thinker
	16. Build and Maintain strong, long lasting client relationship
	17. Strong verbal and written communication
	18. Ability to handle multiple account management projects at a time.
	19. Attention to detail, combined with the ability to oversee large projects
Position Holder Name:	
Signature:	