

## Job Profile- Executive- Client Service

*This role is primarily for IMPALS MARCOM- an organization to provide marketing communication services to B2B & B2C customers. The major services provided by us are Content, Design, Brand Building, Public Relations, and Events. Following are the primary Job Responsibilities of Executive-Client Servicing:*

1. Planning, Research and Development of Database of Clients.
2. Liaising on a daily basis with clients and the media, often via telephone and email;
3. Relationship building and networking with colleagues, clients and the media
4. Monitoring the media, including newspapers, magazines, journals, broadcasts, newswires, social media sites and blogs, for opportunities for clients;
5. Working as part of an account team to develop client proposals and implement the PR activity;
6. Preparing regular client reports and attending client meetings
7. Researching, writing and distributing press releases to targeted media
8. Acting as Point of Contact between the core team and the client.
9. Networking with wide range of people using social media and personal visit.
10. Undertaking research for new business proposals and presenting to potential new clients;
11. Commissioning market research
12. Assisting with the production of client publications, such as in-house magazines;
13. Responsible to delegate works to the technical team members and ensure quality delivery to the Client within stipulated deadline.

*Success in the role requires a team player approach, ability to independently work across organizations with disparate needs, creativity and original thinking to proactively identify new and different approaches to analyzing data, and to synthesize multiple information sources to generate fresh strategic insights.*

The candidate should possess excellent verbal and written communication skill, should be adept in Microsoft Office (Word, Excel & Power Point Presentation), **should understand the core engineering sector and manufacturing jargons very well**, should possess a go-getter attitude, pleasing personality, knowledge in current affairs and willingness to travel.