|  |
| --- |
| **Distribution Logistics Infrastructure**  **Job Description**  **GM - Marketing (Domestic)** |
| **Job title/Designation:** Head, Domestic Container Marketing (Retail) |
| **Grade/Level:**Deputy General Manager/General Manager |
| **Work Location:** Gurgaon **Position** : 1 |
| **Function/Division/Department:** Domestic Retail Sales |
| **Organizational Relationships:**   |  |  |  | | --- | --- | --- | | **Reporting Relationship** | **Direct** | **Functional** | | Immediate Supervisor/Manager | * CEO | COMS | | Position titles of direct reportees |  |  | |
| **Role Summary:**  The GM/DGM-Marketing (Domestic) heads the Retail Marketing function for Domestic Container movement for ILP. Based out of the ILP, he reports to the CEO/COMS. Her/his core responsibilities include directly heading the retail domestic container Marketing for the Rail P&L Division of ILP. The role will actively work with the Rail Operations team for optimal utilization and margin realization from movement of railway rakes through generating Marketing through Domestic container movement services.  S/he shall direct dedicated resources for gathering and updating customer intelligence, understanding customer requirements and for short-listing promising customer accounts for pursuit. S/he shall design strategies to target growth not only by weaning away market share from nearby rail terminals, but also by active conversion of current road-based cargo to rail routes. Based on the demand, the S/he shall co-ordinate with the Rail Operations team to update existing routes and design new routes for deployment of rakes.  The role will also work with Head H&T and Head Rail Operations for designing strategies for optimal handling of existing container inventory (or for leasing of more containers), cabotage operations (domestic stuffing of exim containers) and mine existing customer accounts for increased realization through integrated value-added services (including first-mile, last-mile and storage services) at ILP. |
| **Job Duties & Responsibilities:**   * **Marketing Targeting & Planning**   + Develop an integrated Marketing plan for domestic container movement on various country-wide routes in discussion with CEO, Rail Operations, COMS and other senior stakeholders   + Develop strategy for revenue growth from domestic container Marketing from retail accounts and various interchange points across the country.   + Establish targets for the retail Marketing team managing the domestic container movements.   + Devise Marketing policies, practices and procedures to be followed by the retail Marketing team   + Develop budgets for Marketing promotion activities (customer outreach campaigns, logistics events etc.) for retail sales   + Guide development of customer intelligence databases in the vicinity of owned and accessed terminals and maintain a robust pipeline of customers ILP and for rail conversion of those using road-based movement of cargo.   + Guide team to assimilate key customer requirements, and current logistics practices for movement of cargo for sourcing and distribution for various customers.   + Ensuring for the signing of agreements and meeting other compliances before the commencement of a business with a new client. * **Route Development &Solutions**   + Periodically review the customer lead database and develop portfolios of core customers with steady and sustainable domestic container demand in various legs.   + Prioritize leads, and in co-ordination with Rail Operations team develop strategies for creation and fine-tuning of rail-based routes based on the core lead portfolios.   + Plan for domestic container inventory placement in order to support the demand fulfillment.   + Craft strategies for weaning market share for customers from nearby terminals for rail-based traffic, and for conversion of road-based traffic into rail using owned and accessed ILPs as anchors   + Co-ordinate with Handling & Transportation (H&T) and Corporate Marketing to develop integrated service offerings (first mile, last mile transportation and storage) for retail customers to be able to shift to DLI’s rail-based movements seamlessly   + Guide creation of value propositions and drive execution of overall Marketing strategy in terms of solution offering, value proposition etc.to target potential customers * **Marketing Performance Management**   + Cascade Marketing targets to respective field Marketing executives   + Track progress of the Marketing targets and field Marketing expenditures   + Drive achievement of new Marketing targets in terms of volume and revenues through the team   + Review Marketing pipeline periodically and develop estimations on achievements of targets for retail sales   + Educate Marketing team by rolling out training programs on Marketing and conversion   + Monitor the incentive structure and programs on appraisal of Marketing executives   + Institute adequate support to field sales, in terms of pricing and costing information and collaterals.   + Participate in any critical retail Marketing opportunity for customer discussions, negotiations etc.   + Recommend and implement interventions to improve Marketing workforce productivity   + Drive adherence to defined Marketing processes & usage of appropriate Marketing support tools within immediate team * **Marketing Reporting**   + Track/ monitor progress against the Marketing plan and budget on a periodic basis   + Conduct periodic Marketing reviews with the team to identify issues, resolve open issues, take key decisions and escalate where required   + Take corrective actions to ensure targets are met/ exceeded * **Account Management: (If not specifically allotted to a Key Account Manager)** * First point of the contact to the customer. * Resolve all the issues related to day to day operations. * Coordinate with all the internal customers to ensure smooth and seamless delivery of service to the customer. * Maintain harmonious and excellent rapport so to generate additional business from the existing customer as well as to retain them. * Know the pulse of the existing customer and pro actively escalate the matter to CEO/COMS , in case of any adverse thought or movement . * Timely invoicing as per the agreement and timely collection. * **Leadership and People Development**   + Provide leadership to field Marketing executive team including career planning, performance evaluation, feedback, coaching and guidance   + Resolve performance issues for team through interventions such as training, motivation etc.   + Define and drive incentive planning and performance management for field Marketing team   + Conduct team building exercises/ meetings/ sessions |