

## Kalyan Rural Empowerment Development InfoFinTech Foundation

<b>POST :</b>	<b>Area Operation Manager (Konkan, Aurangabad, Kolkata, Maldah, Siliguri, Sambalpur, Bhabanipatna, Rourkela, Baroda, Ahmdabad, Ranchi, Jamshedpur, Purnia, Bhagalpur)</b>
<b>Designation:</b>	Assistant Manager( Sales & Service)
<b>Department:</b>	CDV/BD/DST
<b>QUALIFICATION REQUIREMENTS:</b>	To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Graduate from recognized University Knowledge of strategic planning process Computer Knowledge
<b>Mandatory Language Skills:</b>	Local language/Regional Language, Hindi, English
<b>Language Skills:</b>	Ability to read, analyzes, and interpret general business periodicals, professional journals, technical procedures, or government regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
<b>Experience:</b>	One year in sales/ marketing
<b>Job Responsibility:</b>	Analyzes, recruit Customer Service Point/ Retailers (Banking/ Web Based) customer need and defines potential market segments, potential customers, and the competitive environment to develop a plan for new product introduction. Estimates market value of products and issues not being addressed by current product providers. Creates and presents business case to corporate executive team to make decision on entry into a specific marketing segment.

### **Essential Duties and Responsibilities: Other duties may be assigned.**

#### **Market Analysis**

Researches, analyses and monitors financial, technological and demographic factors to capitalize on market opportunities and minimize effects of competitive activity.  
Develops and recommends distribution channel development programs.  
Develops and recommends product positioning, packaging, and pricing strategy to produce the highest positive long-term profit and market share.  
Analyzes and defines the market for product growth within the specific segments.  
Contracts or personally performs select market studies or voice of the customer interviews.  
Provides data to prepare, update and control forecasts covering projected new-business sales, proposal activity costs, and investment requirements by program.

#### **New Product/Service Development**

Researches, analyzes and monitors financial, technological and demographic factors to capitalize on market opportunity and minimize effects of competitive activity.  
Establish a list of potential customers.  
Develops and recommends product positioning, packaging and pricing strategy to produce the highest possible long-term profit and market share.

**Marketing and Business Planning**

Develops marketing plans that effectively execute the New Product Development.  
Develops and executes online marketing plans, commerce strategy and programs, including web site development and utilization.

**Business Development Planning**

Participates in business process modeling sessions, providing data and insights into market need and customer expectations.  
Collaborate with finance and engineering to evaluate project performance and to recommend refinements and improvements of all components of proposal.  
Draft the narrative that ties the project components together and package and assist in presenting the proposal to the executive team.

**Accountabilities of Employee**

Using your best efforts and full capability daily to the work assigned to you by your manager.  
Advising your manager if you do not understand the work they have assigned to you, or if the assignment does not fit with your knowledge of the circumstances, current skills or available time and resources.  
Advising your manager of any situations or obstacles that could keep you from accomplishing the work assigned to you.  
Advising your manager of any situations or opportunities that could help you complete or improve the work assigned to you.  
Demonstrating work behaviors consistent with the company values and work within prescribed boundaries, including company policies, standards, procedures and any legislative requirements.  
Seeking special consideration from your manager when unable to work at your best.  
Team Leader / Manager/Senior Manger & daily Web based Reporting System

**Reporting**

**Performance**

Target Basis

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions. The noise level in the work environment is usually low.

**Reasoning Ability**

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.  
Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.  
Ability to solve problems by bringing forward a sequence of at least three ideas, thoughts or reasons in which each idea, thought or reason sets the conditions that lead to the next idea, thought or reason (serial path).

**PHYSICAL DEMANDS:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**CTC (PA)**

Rs. 180000- 240000/- incentives available according to performance