

JOB DESCRIPTION
Genuity Systems Ltd.

EMPLOYEE NAME	Sk. Kamruzzaman Prince	DESIGNATION	DGM and Head of Corporate Affairs (Grade 5)
DEPARTMENT	Corporate Affairs	REPORT TO	Executive Director (ED)

Tasks, Duties and Responsibilities	Weight (%)
Handle regulatory affairs in Bangladesh i.e. BTRC, NRB for Excise duty on imports, communicate with third parties for business expansion, co-ordinate bi-lateral meeting with clients. Ensure full compliance of govt. rules and regulations. Track and resolve all legal issues. Administer bi-lateral agreements from negotiation to having those approved/signed to renewal to termination.	15
Explore and exploit market opportunities for gPlex Contact Centre Solution, IPPBX, and misc. IP based services in Bangladesh and adjoining regional countries. Also explore business prospects related to International voice carrier services.	25
Meet with potential clients and conduct product presentations, creating awareness on gPlex solutions. Identify client requirements and communicate the same to internal development team. Set and execute plan for turning marketing opportunities into sales agreements.	10
Provide input in setting customer specific product pricing. Prepare technical and financial proposal for prospective clients.	5
Keep informed on industry trends by conducting continual market research. Forecast technological changes ahead. Observe competitive trends in the market. Compare competitor's products and suggest ways to overcome such challenges. Provide heads-up to the management and the development team well in advance.	10
Supervise activities of subordinates within the department. Assign task to and conduct training of subordinate employees.	10
Evaluate different trade shows within Bangladesh and abroad to select some for attendance by Genuity. Manage trade show attendance from start to finish in coordination with the Admin Department and Genusys Inc.	5
Conduct regular technical workshop to communicate update of product features. Conduct market survey and proposed pricing strategy of product.	10
Prepare and update promotional material like product flyer, user manual, presentation materials, web content etc..	5
Propose annual budget for department, ensure revenue and track expenses, drive for maximizing profits for organization.	5

ADDITIONAL RESPONSIBILITIES:

- Any other tasks assigned by the ED, and/or top management.

KNOWLEDGE, SKILLS, AND COMPETENCIES (KSC):

- Bachelors or masters in Marketing/Public Relations
- Minimum 5-7 years of experiences
- Technical knowledge on IT products.
- Sound industry knowledge
- Leadership skill
- Excellent presentation skill
- Ability to motivate and convince people

HEALTH & SAFETY ENVIRONMENT (HSE) :

- Act as a member of HSE Team.
- Ensure participation of your department members in fire-fighting drills.

KEY PERFORMANCE INDICATORS (KPIs)	Weight (%)	Evaluation
Manage regulatory affairs.	20	
Market and sale software solutions in Bangladesh - Call Centre Solution, IPPBX. Expand GSL's revenue and market share form software sales.	40	
Market intelligence analysis and analysis of competition. Add new software products to the existing list for sales in Bangladesh.	25	
Smooth management and distribution of work within own department.	15	
TOTAL	100	

ORGANOGRAM Corporate Affairs

ED
|
DGM
|
AGM

APPROVALS & AGREEMENT:	
Job Holder:	Date:
CEO:	Date:

Approved by Board of Directors on 19th Feb 2015