

JOB DESCRIPTION
Genuity Systems Ltd.

EMPLOYEE NAME	Md. Lutful Kabir Majumder	DESIGNATION	Head of Marketing & Sales (Grade 7)
DEPARTMENT	gPlex Software Solution	REPORT TO	Executive Director (ED)

Tasks, Duties and Responsibilities	Weight (%)
Formulate marketing plan and strategy for GSL's software solutions both in Bangladesh and abroad.	10
Explore and maximize sales revenue while controlling costs associated with marketing and sales. Study and suggest expos, both home and abroad, for participation. Conduct follow up communication.	20
Help set product pricing, distribution plans, promotional activities. Work closely with cross functional teams across GSL to support product lines.	10
Communicate with customers, negotiate price, terms and conditions of sales, follow up customer emails. Distribute product wise marketing and sales assignments among marketing and sales team members.	10
Study and analyze data and information on competitors, new product or technology in market, relevant economic and industry data. Set action plans and take initiatives to cope up with market competition.	5
Forecast, follow up, and reconcile product-wise monthly sales targets. . Track and verify transactions through online payment system on daily basis, follow up continuously; communicate with concerned persons to resolve any disputes if arisen.	10
Make training and development plan for team members. Assess need for changes in our product line and interact with the development team to implement changes. Conduct performance appraisal for team members, assess their performance, strengths, and weaknesses. Advice on improvement to achieve shared goals.	10
Prepare and update marketing materials i.e. brochures, leaflets on GSL products and ensure update of company website presenting GSL products.	5

Meet key clients, set plan for customer retention, follow up whether the plan is working, make necessary reengineering, conduct customer satisfaction survey time to time, intensively work on gray areas. Ensure strong relationship with customers.	10
Establish and maintain close working relationships with internal teams/departments such as system support, web design and product development etc. Also suggest with justification new R&D initiatives.	10

KEY PERFORMANCE INDICATORS (KPIs)	Weight (%)	Evaluation
Forecast sales and achievement or exceed forecasted sales target.	50	
Achieve excellence in customer relationship and win new customers.	20	
Seamless management of marketing team. This includes distribution of tasks and ensuring productivity and accountability of performance of marketing team members.	30	
Advice and recommend insightful new product development or update of existing products.	10	
TOTAL	100	

MAIN CHALLENGES: Retain and expand market share.
KNOWLEDGE, SKILLS, AND COMPETENCIES (KSC): Masters in concentration in Marketing, Business or Communication. MBA major in Masters in in Marketing, Business or Communication. MBA in Marketing is preferred. <ul style="list-style-type: none"> • Masters in in Marketing, Business or Communication. MBA in Marketing preferred. 4-5 years of experiences in relevant industry. <ul style="list-style-type: none"> • Strong understanding of customer and market requirements. • Ability to build strong relationship; internal and external to achieve objectives. • Ability to work and travel extensively in cross cultural team of professional. • Strong analytical ability. • Strong planning, organizational skills.
HEALTH & SAFETY ENVIRONMENT (HSE) :

<ul style="list-style-type: none"> • Assist in arrange Drill on fire fighting once a year for all employees. • Form HSE Team across the organization and assign team members with responsibilities. • Arrange and conduct in-house training program on first aid for different incidents.
ADDITIONAL RESPONSIBILITIES: <ul style="list-style-type: none"> • Project Manager, Call Center unit • Any other tasks assigned by Supervisor, and top management

ORGANOGRAM qPlex Software Solution

ED
|
GM
|
DGM
|
AGM

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

Approved by Board of Directors on 19th Feb 2015