

Role:- Marketing – Timothy Balasingh  
Regular office hours: - 9.30 AM – 6 PM  
Date:- 1<sup>st</sup> April 2020– 31<sup>st</sup> March 2021

**Job Role Summary:**

The Senior Executive NBD & CS is responsible for servicing existing clientele and also generating revenue as per the KRA given below through effective sales presentations and utilisation of support functions. This role reports into the Account Director.

**Key Results Area #1 – Profit Generator**

- Generate a profit of 44 Lakhs Bottom Line for the financial year
- Improve TOH – profit at 35%

**Key Results Area #2 – Drive Sales**

- Ensure all clients are met or kept in touch with every month
- Ensure 6 new clients are met every month

**Key Results Area #3 – Stay updated with industry related news**

- Remain up to date with industry related news, opposition activity and continuously strive to develop own skills to perform optimally.
- Monitor competition activity and report significant developments

**Key Results Area #4–Reports**

- To ensure weekly/monthly/quarterly reports are sent on time
- To ensure team sends reports on time capturing all relevant information about clients
- To ensure MOM's are sent after every meeting

**Key Results Area #5– Wings Culture code**

- Reporting time to office is 9.30 AM
- Follow dress code
- Notify reporting manager for leaves in advance. Comp off's need to be approved in advance

**Key Results Area #6 – Collection of payments**

- Keeping track of all payments to be collected and working with accounts payable team to ensure payments come in on time.