

About PEPL

We are India's Leading Energy Company, Clean and safe energy, the solar energy

Solar Energy – Today's resource for a brighter tomorrow!

Marketing Manager

We are looking to hire for a passionate Marketing Manager to join our growing solar installation company.

About the Role

We are seeking an innovative marketing manager to promote our company's brand and services. In this role, you will be optimizing our marketing strategies, managing the marketing department's budget and staff, as well as preparing forecasts.

To ensure success, you will need extensive knowledge of marketing strategies and the ability to identify new business leads. An outstanding marketing manager will be someone whose expertise translates into increased brand awareness and profitability.

What You'll Do

- Evaluating and optimizing marketing and pricing strategies.
- Analysing market trends and preparing forecasts.
- Generating new business leads.
- Increasing brand awareness and market share.
- Coordinating marketing strategies with the sales, financial, public relations, and production departments.
- Developing and managing the marketing department's budget.
- Overseeing branding, advertising, and promotional campaigns.
- Managing the marketing department's staff.
- Preparing and presenting Monthly, quarterly, Half Yearly and annual reports to senior management.
- Promoting our brand at trade shows and major industry-related events.
- Keeping informed of marketing strategies and trends.

Nice to Haves

- Any Graduate OR BE OR MBA
- Previous work experience as a solar sales consultant or in Industrial sales
- Excellent interpersonal skills.
- Professional appearance and a friendly disposition.
- Ability to relate technical information in layman's terms.
- Ability to travel and work irregular hours.
- Basic knowledge of sales and Office software.

Location: Indore, Bhopal

Kindly share your resume on Shraddha.r@pickrenew.com