

JOB DESCRIPTION

Job Title: Market Support Analyst - India

Reports To: Export Manager

Employment Status: Consultant / self employed

1. Responsible for:

Based in India, the role of Market Support Analyst will be to aid in the development of the region by way of local market knowledge, contacts and by creating new opportunities based on the Electrolube brand.

2. Main Responsibilities

- Develop and maintain a SWOT analysis based on the Electrolube brand throughout India
- Develop and maintain a SWOT analysis on Electrolube v competition for both global and regional suppliers split by product group.
- Develop and maintain a detailed product gap analysis by product group.
- Provide detailed market knowledge including working practices to aid growth in India.
- Seek potential new distribution channels for Electrolube brand
- Advise on marketing opportunities which will result in growth development whether it is trade exhibitions or by way of advertisements based on a thorough knowledge of the local press dynamics.
- Assist with trade exhibitions both in terms of planning and execution.
- Become fully conversant with the legislation in India for the transportation, handling & usage of the Electrolube product range.
- Gain new accounts where appropriate
- Work closely to support current distributors in Export Manager's absence.
- Report thoroughly, monthly to Export Manager.

PERSON SPECIFICATION

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	Essential	Desirable
Be well known and respected in the electronics market and remain so.		✓
Be based in India within easy access of the key electronics regions	✓	
Highly developed work ethic with attention to detail.	✓	
Well presented, punctual, literate and numerate	✓	
Proven negotiation skills	✓	
Have an extensive knowledge of the consumables and electronic production materials market throughout India	✓	
Computer literate to include the use of Microsoft Word, Excel & PowerPoint. Training will be given on in-house packages.	✓	
Good communication skills both written and spoken (English)	✓	
Self motivated	✓	
Background in Chemistry/Physics/Electronics		✓
Clean Driving Licence		✓
Assertive but approachable personality, flexible with a good sense of humour	✓	
Ability to work on own initiative, be proactive and have a good eye for new business opportunities.	✓	
Resilient and Persistent Personality	✓	
Ability to work to deadlines and under pressure	✓	
Be flexible and able to travel at short notice.	✓	