

**New**      **Refurbished**

**WE ARE INDIA'S LARGEST**  
DESKTOPS / LAPTOPS / SMARTPHONES / TABLETS / PERIPHERALS  
**REFRUBISHER WITH A PAN INDIA PRESENCE**

GENUINELY PROCURED AND SOLD WITH AN INVOICE      CHECKED, TESTED, CERTIFIED      reboot CERTIFIED      JUST LIKE NEW

REFURBISHED WITH A WARRANTY      NEW BOX PACKAGING      GLOBAL ACCREDITATION      SAVE MONEY

<b>Position</b>	:	Senior Marketing Manager
<b>Years of Relevant Experience</b>	:	5 years in Marketing
<b>Academic Background</b>	:	MBA (preferably)
<b>Past Business Experience</b>	:	Marketing, Business Development, Marketing of Electronics/FMCG.
<b>Location of Operation</b>	:	Delhi
<b>Salary</b>	:	To be decided (Company will include ESOP's)

#### **ABOUT THE COMPANY:**

Reboot is India's Largest Desktops, Laptops, Smartphones, Mobility Devices and Peripherals Refurbisher, with a Pan-India presence. Today, it operates in 12 States and soon is expanding to 22 States with 220 retail infinity stores by 2017. Reboot is a Microsoft registered refurbisher which provides affordable and "just like new" products through its online and offline stores along with one year warranty. Its growth has been phenomenal and Reboot has taken the nation by a storm!

#### **SUMMARY:**

Candidate will lead a team which will work with Multiple Stakeholders to create awareness and build identity. You will work within a special task force team that has been created to carry out the sales of our Refurbished products. You will be supporting in developing and executing **marketing** strategies in order to successfully push the overall sales and achieve targets.

A **Senior Manager** must provide:

- Leadership and Coordination of Zonal Sales and **Marketing** Functions.
- Develop and Implement Sales & **Marketing** Strategy.
- Monitor as well as Analyze Sales and **Marketing** Activity against Company Goals.

**PRIMARY RESPONSIBILITIES:**

- To define key platforms that will drive marketing activities; craft strategies and champion integrated campaigns that achieve defined business objectives.
- Create multiple collaterals and material to build on the existing refurbished category.
- Provides a superior level of quality service skills by successfully managing multiple tasks and providing resolution to complex issues.
- Responsible to create an enjoyable customer experience which exceeds customary standards and service levels across Tier2-Tier7 cities.
- Team with other Zonal Partners to support marketing and eminence activities for the sector. Identify brand standards across stores.
- Monitor and understand the competitive landscape in order to help position Reboot's marketplace presence and opportunities with key economic buyers
- Understand the targeting process to help the practice build a pipeline of new opportunities, including sales/marketing collateral and responses to RFPs
- Create Sales Opportunities for Reboot and Convert deals to maximize the Revenue.

**REQUIREMENTS:**

- Sound knowledge and experience across multiple dimensions of the marketing mix, including thought leadership development, events management, industry associations, social channels, and digital media
- Demonstrated ability to work with/influence all levels of management; experience working within a matrixed organizational structure - strong relationship building/relationship management skills
- Superior executive presence and oral communications skills
- Ability to leverage writing and verbal communication skills to translate complex concepts into easy to understand and compelling messaging
- Ability to work well with a team, both on location and in virtual mode
- Demonstrated initiative, follow through, and problem-solving abilities; ability to think strategically as well as outstanding project management skills
- Ability to work in a fast-paced, high-volume, and often ambiguous/fast-changing environment.
- Bachelor's degree in marketing, communications, or business required; Master's degree a plus.
- Strong Microsoft Office skills (e.g., Word, Excel, PowerPoint); familiarity with integrating various technologies to support marketing efforts
- Open to extreme travelling across all Zones all over the country.

**REPORTING**

**: CEO, Reboot Systems India Pvt Ltd**