



# College of Engineering Roorkee (COER)



(Governed by Seth Roshan Lal Jain Trust- Estd. : 1998)

Recognized by AICTE Affiliated to Uttarakhand Technical University

Post Box No. 27, 7<sup>th</sup> Km. Roorkee-Haridwar Road, Vardhamanpuram, Roorkee (U.K.) 247667

Tele : Reception : 8755319302, 9027916020, Admission Cell : 9027916029, Dy. Registrar (Academics) : 9027916036

Email : coeradmission@gmail.com, registrar@coer.ac.in Visit us at : www.coer.ac.in

COER/T&P/21/11/13

Date: 24/11/2021

## PLACEMENT NOTICE

**Virtual Recruitment drive by Prism Johnson Ltd.**

**FOR B.Tech(CE) / MBA (Marketing) for 2022 Passout**

Name of Company: Prism Johnson Ltd.

## Job Description

### B.tech Civil

|                                |   |
|--------------------------------|---|
| <b>Position/Job title</b>      | <b>Executive Engineer Trainee – Marketing Technical Services</b>  |
| <b>Reporting to (position)</b> | <b>Branch Technical Manager</b>   |
| <b>Package</b>                 | EET / B Tech Civil- Rs 4.50 LPA during training & Rs 5.00 LPA after confirmation. After completion of 6 months of successful training the EETs will be confirmed as Sr. Executive Marketing Technical Services for the role of TTE. |

### **Role description**

Executive Engineer Trainee also known as Territory Technical Executive will have ownership of a territory with Defined sales volume and KRAs to achieve these numbers. Extremely critical role for Strengthening and Improving Brand Positioning in Market with Competitors through regular Site visits, Dealer/AR Visits, Relationship building with Influencers and timely inputs of all desired actions. Other responsibilities include enabling the Dealers to sell product by bringing consumers and actively adding influencers, new market development and efficient.

### **Job Specification:**

#### **Knowledge:**

1. Product Knowledge
2. Territory Knowledge
3. Channel Management
4. Consumer Management
5. Mason/Contractor/Technocrats Management
6. Reporting Mechanism
7. Role of Cross functional Department(Sales/Marketing Services/Logistics/BI/Accounts)
8. HR policy
9. Company Policy and Procedure
10. Competitor Knowledge



# College of Engineering Roorkee (COER)



(Governed by Seth Roshan Lal Jain Trust- Estd. : 1998)

Recognized by AICTE Affiliated to Uttarakhand Technical University

Post Box No. 27, 7<sup>th</sup> Km. Roorkee-Haridwar Road, Vardhamanpuram, Roorkee (U.K.) 247667

Tele : Reception : 8755319302, 9027916020, Admission Cell : 9027916029, Dy. Registrar (Academics) : 9027916036

Email : coeradmission@gmail.com, registrar@coer.ac.in Visit us at : www.coer.ac.in

**Skills:** Microsoft Office (Word, Excel, PPT)

## Required Competency:

Business/ management skills: 1. Planning and Organizing, 2. Guiding sales opportunities

Interpersonal effectiveness: 1. Building consumer relationships, 2. High impact communication

Personal attribute: 1. Authenticity, 2. Passion for result, 3. Ownership, 4. Adaptability

## Job Description

### MBA (Marketing)

|                                |   |
|--------------------------------|---|
| <b>Position/Job title</b>      | <b>Executive Management Trainee - Sales</b>   |
| <b>Reporting to (position)</b> | <b>Branch manager</b>   |
| <b>Package</b>                 | EMT / MBA Marketing- Rs 5.25 LPA during training & Rs 5.75 LPA after confirmation. After completion of 6 months of successful training the EMTs will be confirmed as Asst Manager -Sales for the role of TSE. |

## Role description

Executive Management Trainee also known as Territory sales executives will have ownership of a territory with defined sales volume. Extremely critical role for strengthening and improving channel quality of dealers and retailers through regular counter visits, relationship building and timely collections. Other responsibilities include margin optimization, new market development, logistics cost reduction and efficient lead management in collaboration with the Territory Technical, Logistics, Branding and Accounts teams.

## Job Specification:

### Knowledge:

Knowledge:

1. Product Knowledge
2. Territory Knowledge
3. Channel Management
4. Price Management
5. Reporting Mechanism
6. Role of Cross functional Department(Logistics/BI/Services/Accounts/Technical)
7. HR policy
8. Company Policy and Procedure
9. Competitor Knowledge



# College of Engineering Roorkee (COER)



(Governed by Seth Roshan Lal Jain Trust- Estd. : 1998)

Recognized by AICTE Affiliated to Uttarakhand Technical University

Post Box No. 27, 7<sup>th</sup> Km. Roorkee-Haridwar Road, Vardhamanpuram, Roorkee (U.K.) 247667

Tele : Reception : 8755319302, 9027916020, Admission Cell : 9027916029, Dy. Registrar (Academics) : 9027916036

Email : coeradmission@gmail.com, registrar@coer.ac.in Visit us at : www.coer.ac.in

**Skills:** Microsoft Office (Word, Excel, PPT)

Required Competency:

Business/ management skills: 1. Planning and Organizing, 2. Guiding sales opportunities

Interpersonal effectiveness: 1. Building customer relationships, 2. High impact communication

Personal attribute: 1. Authenticity, 2. Passion for result, 3. Ownership, 4. Adaptability

Link for Registration - <https://forms.gle/9W68LswrcxZXdgpt8>

**Interested Students must register on the link by 11 AM on 25/11/2021**



**(Kamlesh Chamoli )  
Sr. Executive**

**Training and Placement Department**

**CC:**

- 1) P.S. to Hon'ble Director General for information.
- 2) P.S. to Director for information.
- 3) HOD- B.Tech (CE) / MBA (Marketing)