



## Job description: Marketing Executive, Urmul Trust

### About URMUL ( [www.urmul.org](http://www.urmul.org))

With an undying faith in people's capacities and their understanding of progress and development, Urmul has been innovating means and ways of redefining survival and its realities in the desert. The focus is on the vulnerable and marginal sections of the society- women and children. Through health, livelihoods, education, governance and advocacy interventions, Urmul has been actively working in the desert since 1987. Following a decentralised approach- more than eight organisations have now off-shot in different areas in the region, thematically specializing in their activities, with a common and unifying agenda- adaptive and deep-rooted development

Key Themes/ interventions at URMUL, currently, are:

- Health and sanitation
- Livelihood- Strengthening marginalised, the vulnerable section of the society
- Education - child rights, empowering women.
- Governance and advocacy
- Facilitating pastoralist- the camel partnership
- Community development - alternative livelihood opportunity, Self-help Groups(SHG)
- Empowering local artisans- crafts training, capacity building
- Farmer communities: seed bank, organic farming

### INTRODUCTION

The Urmul Crafts Programme is a unique model which finds a unique balance between social work and social entrepreneurship. Two major aspects of the programme are Community mobilisation and organised business to provide immediate livelihood to the local artisans, mobilised through the community intervention.

As part of this crafts programme, we work with various craft collectives who further work on ground with artisan communities. Our role is to provide mentoring and support services to help the collectives adapt with times, grow and achieve maximum benefit for their beneficiaries.

To achieve this, we are setting up a **Rural Crafts Incubation Hub**, which is aimed to provide mentoring, handholding, consultancy and business development support to the rural collectives spread across Rajasthan. Through this JD, Urmul Trust, seeks a young passionate person to steer this effort and add value to the work we do.

**Job posting:**

Marketing & Sales Executive

**Core Responsibilities:**

- Executing marketing strategies to ensure growth and prosperity of the artisans and collectives
- B2C and B2B marketing and sales management for artisan clusters
- Overseeing and executing all marketing related requirements - Product profiling, cataloguing, product / purchaser / customer data management, photoshoots, campaign execution etc.
- Ensuring achievement of sales targets for the artisan clusters.

**Job brief:**

We are looking for an experienced Marketing Executive to drive sales by designing and implementing targeted marketing strategies. You will also be responsible for maintaining customer relationships, tracking sales data, and creating performance reports.

The ideal candidate will need to have strong knowledge of modern marketing techniques, a passion for sales, and excellent communication skills. Ultimately, the individual will create strategies that align with modern consumer trends.

The goal will be to ensure the profitability of artisan collectives' and; drive sustainable development and long-term success.

**Role:**

- Regularly interacting with artisan clusters to understand their products, production cycles and marketing requirements
- Contributing to the development of marketing strategies.
- Conducting market research on rival products and market trends.
- Designing and implementing marketing plans for company products.
- Coordinating with media representatives and sponsors.
- Working with the sales team to develop targeted sales strategies.
- Answering client queries about product specifications and uses.
- Maintaining client relations.
- Tracking sales data to ensure the company meets sales quotas.
- Creating and presenting sales performance reports.
- Conducting market research to identify selling possibilities and evaluate customer needs
- Actively seeking out new sales opportunities through cold calling, networking and social media
- Setting up meetings with potential clients and listening to their wishes and concerns
- Ensure the availability of stock for sales and demonstrations
- Participate on behalf of the company in exhibitions or conferences
- Negotiate/close deals and handle complaints or objections



- Collaborate with team members to achieve better results

**Requirements:**

- Passion for marketing and sales
- Excellent organizational and leadership skills
- Outstanding communication and interpersonal abilities
- Thorough understanding of diverse business processes and strategy development
- Excellent knowledge of MS Office, databases and information systems
- Good understanding of research methods and data analysis techniques
- Relevant degree or experience in relevant field; will be a plus

**Compensation:**

CTC Upto 4.2 lacs per annum

**Send in your CVs/Resume to:**

**Prerna Agarwal**

Manager - Programmes

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