

# **NICDIT KRISHNAPATNAM INDUSTRIAL CITY DEVELOPMENT LIMITED**

## **Position of “Manager – Marketing and Strategy”**

### **Company Profile**

NICDIT Krishnapatnam Industrial City Development Limited (NKICDL) has been incorporated under the provisions of the Companies Act, 2013 as a Joint Venture Company between Government of India (GoI) represented by National Industrial Corridor Development and Implementation Trust (NICDIT) and Government of Andhra Pradesh (GoAP) represented through Andhra Pradesh Industrial Infrastructure Corporation Limited (APIIC) for the development of Industrial Township, Trunk Infrastructure and Strategic Projects at Andhra Pradesh.

NKICDL has been established to promote and facilitate the development of Krishnapatnam Industrial Node under Chennai Bengaluru Industrial Corridor Project (“CBIC Project”) for undertaking the infrastructure development activities for establishment of Integrated Industrial Township in SPSR Nellore District, Krishnapatnam Node.

NKICDL will work in close collaboration with State Government of Andhra Pradesh for undertaking various project development activities – construction, development, operation and maintenance of industrial township project.

### **Job description:**

He/she shall report to MD, NKICDL. He/she shall be responsible for Marketing the Krishnapatnam Industrial Node by reaching out to various investors and bringing in the investments to NKICDL. He/she shall draw a stakeholder engagement calendar for building robust and sustainable relations across the key and critical stakeholder value chain. The stakeholder engagement calendar should also indicate the timelines for meeting them with clearly defined objectives. Propose, plan and conduct events, road shows, and conferences in the state and abroad. Constantly generate leads and proposals from potential investors and monitor progress for leads and proposals generated. He/she shall be responsible to create customized pitch documents and other relevant marketing material to reach out to investors.

### **Key responsibilities**

1. Map the critical stakeholder universe (Companies in India and abroad, trade associations, industry bodies, departments in centre and state, pro-industry groups, multilateral organizations and media).
2. Develop a database on suppliers, distributors and value chain that could support the investor, if any.
3. Develop comprehensive data points on access to raw materials in relevant districts for prospective investors.
4. Identify list of prospective states and countries that are relevant to marketing NKICDL leasable lands.
5. Build and sustain key client relationships and build long standing partnerships and collaborations by being a bridge between stakeholders and Government.
6. Build sustainable relationships District Collectors, Zonal Managers and respective line departments & their consultants for seamlessly facilitation of investments into NKICDL

7. Facilitate potential investors and guide them through the process of grounding projects in NKICDL.
8. Develop a list and timeline for permits, licenses, clearances required for establishing a unit to support investors.
9. Map media across dailies, financial dailies, magazines and journals for intelligence relating to investments, partnerships, trade and collaborations.
10. Be responsible for maintaining and updating critical content for the website and newsletters
11. Be responsible for disseminating information through media, social media and the website.
12. Communicating and positioning Andhra Pradesh and its USPs through articles, op-eds, quotes and other relevant marketing collateral.
13. Develop, update and create marketing collateral on a consistent and systematic basis.
14. Identifies, plans, maintains, and justifies a sustainable budget for social media campaigns and activities.
15. Lead and manage day to day social media activities and traditional media engagements.
16. Manages presence in various social networks critical to effective organizational messaging.
17. Engages in community outreach by managing blogger and digital media influencers outreach program and building a community outreach best practice template.
18. Builds a strong digital engagement unit including audio visual diplomacy unit that creates and manages videos suitable to be uploading them on channels critical to the messaging of the NKICDL.
19. Other duties and responsibilities entrusted by CFO and MD – NKICDL.

### **Minimum requirements**

- i. **Nationality:** Candidate from Indian nationality only.
- ii. **Educational Qualifications:** Master's in Business administration (MBA).
- iii. **Professional Experience:** Minimum 8 years of experience in the relevant field. Candidates having experience of working with Government organizations and working in Infrastructure sector will have an added advantage and will be preferred.
- iv. **Age limit:** Age of the applicant should not be more than 35 years as on 1<sup>st</sup> April 2022.

### **Knowledge and Skills:**

- i. Must possess strong understanding of Key Sectors (Electronics/IT/ITeS/Pharma/ /Automobile and Auto Ancillary/ Aerospace and defence.)
- ii. Excellent stakeholder and client management skills.
- iii. Strong management skills, particularly in planning, scheduling, and managing multiple tasks and people working under tight deadlines.
- iv. Skills in organizing resources and establishing priorities.
- v. Ability to foster collaborative work environment in a multi-cultural and multi-ethnic environment.

- vi. Strong interpersonal skills and the ability to work effectively with wide range of constituents in a diverse community.

**Designation, Reporting & Job Location**

The designation shall be “Manager – Marketing & Strategy”. Reporting will be to the MD of NKICDL. The job location will be in Mangalagiri but may require frequent travel.

**Salary:** As per industry standards.

**How to apply:** Candidates should submit their latest resumes by mailing to **admindept@kriscity.in** on or before **5.00 PM of 18<sup>th</sup> April 2022**. Applications received through any other mode shall be summarily rejected.

**SELECTION PROCESS:** A Selection Committee will short list, interview and recommend the candidate.