TRUE CHIP SOLUTIONS
Campus Recruitment – 2016 Batch
(Only for Unplaced Students)

Website : http://www.truechip.net/

Eligibility Criteria : B.Tech (All), No cut off %

Job Title : Marketing Communication Executive

Salary Package : 1.8 - 3.0 LPA

Location : Noida

Job Description :

a. Understand the market and prepare Marketing strategies

b. Brand promotion including management of vendors (related to marketing/ sales)

c. Target Market:
   - Create/ Update profile of customer
   - Segmentation/ Mapping of potential customers
   - Sending email blasts/ blogs to attract customers
   - Cold calling at times

d. Preparing for exhibitions:
   - Banners/ Handouts/ Gift items/ lights
   - Presentation for the event
   - Interaction with exhibition staff
   - Might need travel at times

e. Account management:
- Coordinating with some Clients for product release/ customer queries.

- Coordinating with R&D Team for the release/ customer queries.

- Maintaining issue list for the customer

f. Identify market trends, and suggest roadmap of products

g. Technical documentation

- Review existing documents from lay man perspective and suggest improvements

- Formatting/ Updates to Technical documentation

g. Others/ Coordination/ Support:

- Travel bookings

- Job may require travel in different cities in India and later abroad as well.

- Interaction with vendor to get website updates done

- Involvement in other sales activities depending on need

- Might need to be involved in some HR activities

Additional Information:

- Enthusiasm and passion to work in a startup and create strategies/ data from scratch.
- Dynamic person who can understand the Technical jargon.
- Person should be aware of market trends in Semiconductor/ SIP/ VIP domains.
- Good communication and interpersonal skills.
- Responsible nature and flexible towards work hours and requirements.

How to Apply?

- If you are eligible & interested for the above mentioned job profile, Kindly Apply on Link below latest by 30 March 2016 by 4:00 pm.

https://docs.google.com/forms/d/1S0Ji37FL9cqLc35FuqOvrF4SdSu0txw9T52QYxq3kiU/viewform?c=0&w=1
Documents Require (Mandatory)

1. Hardboard for Writing Exam (Must Bring)
2. Stationery Items (Stapler, Glue Stick, Pen, Pencil etc.)
3. Campus ID Card (Mandatory)
4. College ID Card (Original + Photocopy)
5. Passport Size Color Photos (5 Nos.)
6. Attested Photocopies of all Mark sheets (X, XII, Graduation, Post Graduation)
7. Updated Resume (5 Nos.)
8. A4 sheets for rough work (Min 20 Rough Sheets)

Best Wishes

Prof. (Dr.) Ajay Rana

Director & Advisor