**MARKETING MANAGER**

CSE is looking for a Senior Marketing Manager with at least 10-15 years of experience, with an understanding of e-marketing and direct selling.

Key responsibilities will be selling information products – training programmes, publications and Down to Earth Magazine. A deep desire to disseminate environmental information will add punch to your job. A post-graduate degree preferably MBA in Marketing is desirable.

**Job Responsibilities Include:**

Down to Earth (DTE - A fortnightly magazine on Science and Environment)

• Increase the network of newsstand vendors across India for DTE circulation

• Monitor and evaluate performance of news stand vendors

• Design & implement promotional schemes for news stand vendors for increased circulation of DTE.

**CSE publications**

• Add to the distribution channels (book shops) for CSE publications

• Monitor and evaluate performance of distribution channels for CSE publications

• Monitor dispatches of CSE publications

• Prior exposure in international sales activities would be an advantage

**Training Programmes**

• Device strategies for effective marketing of our training programmes and implement them, coordinating with the respective units.

**General**

• To attend to written, email and spoken communications from CSE and DTE clients

• To take responsibility of effective usage of subscription management software

• To generate meaningful MIS format at every month end

• To liaison with third party vendors for mass mailing activities

• To liaison with external / government agencies on statutory requirements

• To participate in book fairs and exhibitions