Andhra Pradesh Urban Infrastructure Asset Management Limited

4th Floor, NTR Administrative Block, Pandit Nehru Bus Station, Vijayawada - 520 013

Website: www.apurban.com

MANPOWER REQUIREMENT NOTIFICATION (MRN) FORM

S. No.	Particulars	Description
1	**Position**	Market Demand Assessment Specialist
2	**No. of Position**	1 (One)
3	**Proposed Grade**	Senior Manager / Asst. Vice President
4	**Mode (Full Time/ Part Time)**	Full Time
5	**Academic / Professional Qualifications**	Any Graduate Degree (preferably foundation in Economics, Business law & Statistics), PG Degree in Marketing, Management, Economics, Statistics, Mathematics
6	**Post qualification experience (specific requirement)**	10 to 15 Years of experience after Postgraduation with relevant experience.
7	**Reporting to**	Domain Head
8	**Salary / Fee range**	Match with best in Industry
9	**Scope of Work (If taking for more than a project, then write Project wise SoW)**	• To carryout market research to identify data-points such as production, consumption of product commodities of relevant sectors • Carrying out customer opinion, investment & marketing trends across various sizes • Conduct surveys, questionnaires, moderating focus group discussions, meetings & liaising with potential clients for formulating plans & proposals • Provide competitive analysis on various companies' market offerings, identify market trends, pricing/business models and methods of operation • Create business assumptions using both quantitative and qualitative market research forecasting with key opinion leaders. • Utilize various sources & technology to create high-quality prospect contact lists for use integrated marketing campaigns. • Remain fully informed on market trends, other parties research and implement best practices • Prepare reports of findings, illustrating data graphically and translating complex findings into written text. Using relevant statistical software to manage & organise information.
10	**Gender specific, if any**	Neutral
11	**Location**	Vijayawada
12	**Any other point, you would like to mention**	**Preferable skills** • Good analytical and numerical skills • Accuracy and attention to detail • Excellent organizational skills & Business awareness • Manage Junior Staff (supervising and mentoring)