



JOB DESCRIPTION

EXPORT MARKETING EXECUTIVE

Job Purpose:

To contribute to the company's international sales growth by supporting export marketing, building strong relationships with global customers, coordinating cross-functional teams, and ensuring timely and compliant execution of export orders

Key Roles & Responsibilities:

Market Research and Analysis-

- Conduct market research to identify potential international customers and new markets for our products.
- Analyze global market trends, competitor strategies, and demand forecasts.

Export Sales and Marketing-

- Assist in preparing and executing marketing plans for export markets.
- Support in drafting proposals, presentations, and promotional materials for international clients.

Client Communication-

- Handle inquiries from international customers regarding products, pricing, and shipping terms.
- Build and maintain strong relationships with clients and address their concerns effectively.

Export Documentation and Compliance-

- Prepare and verify export documents like invoices, packing lists, certificates of origin, and bills of lading.
- Ensure compliance with international trade regulations, export control laws, and company policies.

Coordination and Follow-Up-

- Coordinate with internal teams such as production, logistics, and finance to ensure timely order processing and dispatch.
- Monitor shipment schedules and resolve any issues related to customs or logistics.

Knowledge of Export Terms and Processes-

- Understand and work with Incoterms, payment terms (L/C, TT, etc.), and freight arrangements.
- Assist in negotiating terms with freight forwarders, shipping lines, and other service providers.

Travel and Trade Shows-

- Be open to international travel to meet clients, attend trade fairs, and represent the company in exhibitions.
- Assist in organizing and managing booths at global trade fairs.

Required Skills & Competencies:

- Strong communication and interpersonal skills.
- Technical Skills: Proficiency in MS Office, especially Excel and PowerPoint
- **Language:** Fluency in English is mandatory, any additional languages will be an added advantage
- **Travel:** Open to international travel for client meetings and business development.

Qualifications:

- Education: Graduate in Commerce, Business, or a related field. (Specialization in marketing or international trade is preferred.)
- Knowledge: Basic understanding of export processes, documentation, and trade terminologies.

Other Information:

- Experience: 3 to 5 years
- Gender Preference: Male
- Candidate's Location: Mumbai
