





ERA HYDRO BIOTECH
ENERGY PRIVATE LIMITED

Group Company- HYDRO BIOTECH SYSTEMS

 **Job Opening:** Marketing Executive

 **Location:** Baner, Pune, Maharashtra

 **Company:** ERA Hydro-Biotech Energy Pvt. Ltd.

What You'll Do:

1. Lead Generation & Business Development

- Identify and target new clients in industrial, municipal, and residential sectors for STP, ETP, WTP, and ZLD solutions.
- Generate qualified leads through cold calling, networking, exhibitions, and digital platforms, India mart, Just-dial, other subscribed platforms
- Develop and maintain a strong sales pipeline with monthly targets.

2. Market Research & Intelligence

- Conduct competitor analysis, monitor pricing trends, and assess market demands.
- Prepare and submit monthly market intelligence reports with actionable insights.

3. Proposal & Documentation Support

- Collaborate with the proposal/engineering team for follow up of techno-commercial offers.
- Ensure timely submission of tenders, proposals, and client presentations.

4. Branding & Marketing Activities

- Organize and participate in trade fairs, exhibitions, and technical seminars.
- Manage digital marketing initiatives – LinkedIn campaigns, emailers, website content, and brochures.
- Develop case studies, client testimonials, and marketing collateral.

5. Client Relationship Management

- Build and maintain long-term relationships with clients.
- Gather customer feedback and communicate insights to the operations/service team.
- Contribute to client satisfaction and repeat business.

6. Revenue Contribution & Reporting

- Meet or exceed defined sales and marketing KPIs (inquiries, conversions, meetings).
- Submit weekly and monthly MIS reports.
- Align marketing efforts with company's business growth strategy.

What You Need (Must-Haves)

- **Experience Range:** 3–6 years in sales/marketing in water treatment / environmental engineering industry/Industrial component & selling/Residential sector
 - **Industry Preference:**
 - i. Companies dealing in STP, WTP, ETP, ZLD, RO plants, chemicals, or related EPC/project-based industries.
 - ii. Companies who are manufacturing products like pumps, valves, Air pollution system, Fire systems, Elevators manufacturing, Electrical transformers,
 - iii. Infra project companies
 - **Track Record:** Proven ability to generate leads
 - **Exposure:** Industrial/municipal clients, consultants, and contractors.
 - **Added Advantage:** Digital marketing campaigns, industry exhibitions, or technical seminars.
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Skills & Behaviour's

- Strong understanding of Water utility requirements for Industries and residential sector
 - Knowledge about generating leads from digital platform such as India Mart, LinkedIn, lead subscriptions
 - Ability to interpret technical proposals and communicate solutions to clients.
 - Excellent communication, presentation, and negotiation skills.
 - Proficiency in MS Office (Word, Excel, PowerPoint) and CRM /ERP tools.
 - Familiarity with digital marketing platforms (LinkedIn, Google Ads, Mailchimp) is a plus.
 - Strong interpersonal and networking abilities.
 - Ability to work independently, prioritize tasks, and meet deadlines.
 - Excellent command on English, Marathi & Hindi language
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 **Apply Now**

 **Call or WhatsApp: 89567 19805**

 **Email: hr@erahbt.com**