



ಕರ್ನಾಟಕ ರಾಜ್ಯ ರಸ್ತೆ ಸಾರಿಗೆ ಸಂಸ್ಥೆ  
KARNATAKA STATE ROAD TRANSPORT CORPORATION  
Central Offices: Post Bag No. 2778, K H Road, Shanthinagar, Bangalore-560 027

No. KST/CO/RCT/C1/ 258 /2018-19

Date: 18 June 2018

**ADVERTISEMENT NO.: 3/2018**

**For the post of Marketing Executive, KSRTC, on Contract Basis**

**About KSRTC:**

KSRTC has a Bus fleet of more than 8500 buses and operates approximately 27.13 lakh km per day and transports on average 24.43 lakh passengers per day. The services cover 92% villages in Karnataka and operates services to the neighbouring states of Maharashtra, Andhra Pradesh, Telangana, Tamil Nadu, Pondicherry, Goa and Kerala

**Job Title : Marketing Executive, KSRTC Central Office, Bangalore.**

**Number of posts: Two**

**Key Responsibilities**

1. Formulate strategies to increase revenues through
  - a. Casual Contract
  - b. Chartered Services
  - c. Advertisements
  - d. Commercial Establishments
  - e. Parcel & Courier Services
  - f. Wayside dhabas
  - g. Commuter Passes
  - h. Advance Reservation booking
2. Conduct market research and develop strategies that assists in attracting and retaining passengers.
3. Promote Loyalty schemes, Branded services and Packages
4. Implementing and monitoring marketing plans for current & new services.
5. Developing and managing Corporation's advertising, marketing and promotional campaigns.

**Job Specifications**

- Strong and effective communicator
- Ability to coordinate the efforts of a large team of employees and customers
- Relationship management and interpersonal skills
- Creative market planning skills
- High analytical and reasoning ability

**Technical skills required**

- Digital Marketing
- Google Ad words
- SEO
- GPS
- Social Media Marketing Facebook, Twitter, Instagram

- Branding
- Feedback Management
- Digital Campaigns (Online and Social Media)
- Lead Generation, Email marketing

**Desired Qualification & Experience**

- Master degree in Business Administration from a recognised institution.
- Familiarization with MS Office & Accounts.
- Proficiency in English & Kannada communication.
- Min: 5 years experience in managerial position (marketing) in relevant field.
- Age: 35-50 years.

**Salary :** Rs. 35,000 per month (consolidated) + admissible allowances for Class-II Officers

**Contract Period:** 2 years

**Last date for receipt of Application :** 2<sup>nd</sup> July, 2018.

Interested applicants may apply to the Managing Director, Karnataka State Road Transport Corporation, Central Office, K.H. Road, Shanthinagar, Bangalore-560 027 with copies of their educational qualification and work experience through post only.

Must have studied Kannada and should know to read and write in Kannada.

**Disclaimer:** This job description outlines the general nature and key features performed by the employee. It is not designed to contain or be interpreted as a comprehensive inventory of all duties and qualifications required of the employee assigned to the job. Nothing in this job description restricts management's right to assign or re-assign duties to this job at any time due to other business reasons.

  
Managing Director, KSRTC