

**SR. COMMERCIAL MANAGER/LAND**

**REQUIREMENTS**

<b><u>Qualification</u></b>	Ph.D in relevant subject(s) with 03 years professional experience in the relevant field or Masters in Business Administration (Marketing) or any other relevant Qualification at-least 16 years.
<b><u>Experience</u></b>	Minimum 03 years with Ph.D. OR 05 years with Masters.
<b><u>Employment Status</u></b>	Contractual
<b><u>Pay Scale</u></b>	MP-III

**JOB DESCRIPTION**

- To assist Director General/Land Management for efficient working of Directorate of Land Management
- To undertake all the functions assigned by Additional General Manager/Infrastructure & Director General/Land Management regarding Marketing Development of declared Railway land parcels.
- To lead in formulating strategies & operational programs for land development such as commercial utilization of new/ already existing sites and will monitor its licensing as per agreement all over the divisions and at HQ level.
- To manage, allocate and control the usage of lands keeping in view the safe train operation
- To analyze and recommend the proposals received from Divisions regarding the approval for declaring the lands "Available" for leasing/licensing of Railway land.
- To analyze, assess and process the proposal for leasing/licensing of commercial ventures in the light of market trends and to forecast the financial outcome in line with DC & Market value of Land.
- To ensure that benchmark for premium, annual rentals are fixed as per market value of adjacent land parcels and proposed commercial utilization and development of PR lands.
- To ensure in time reply of all the references received on the Railway Division, MOR or from any other organization regarding commercialization/auction etc. including complaints from general public in the light of prevailing policies.
- To process & expedite the proposals received from Divisional team for the approval of site plans for commercialization of the Railway property by proposing best possible commercial use.

**SR. MANAGER/CONTRACTS**

**REQUIREMENTS**

<b><u>Qualification</u></b>	Ph.D in relevant subject(s) with 03 years professional experience in the relevant field or Masters in Business Administration(Marketing/Finance) or Master of Law (LLM)
<b><u>Experience</u></b>	Minimum 03 years with Ph.D. OR 05 years with Masters.
<b><u>Employment Status</u></b>	Contractual
<b><u>Pay Scale</u></b>	MP-III

**JOB DESCRIPTION**

- To assist Director General/Land Management for efficient working of Directorate of Land Management.
- To undertake all the functions assigned by Additional General Manager/I & Director General/Land Management.
- To monitor the status of all the Court cases of Land management and to ensure that the comments have been submitted well in time and Railway Legal Counsel along with Railway team is pursuing the cases properly and vigilantly.
- To lead in formulating contracts agreement for new/ already existing sites/license of land and to provide legal assistance to Divisions while executing contracts.
- To ensure that all references received from the Railway Divisions are replied in the light of prevailing policies with approval of competent authority.
- To monitor the draft policies, contracts and execution of all the license/lease agreements at Headquarter and Divisional level.

**SR. MANAGER/DIGITAL MARKETING****REQUIREMENTS**

<b><u>Qualification</u></b>	Ph.D. in relevant subject(s) or Master's degree in Computer Science or any relevant qualification
<b><u>Experience</u></b>	Minimum 03 years with Ph.D. OR 05 years with Masters.
<b><u>Employment Status</u></b>	Contractual
<b><u>Pay Scale</u></b>	MP-III

**JOB DESCRIPTION**

- To assist Director General/Land Management for efficient working of Directorate of Land Management.
- To undertake all the functions assigned by Additional General Manager/Infrastructure & Director General/Land Management.
- To plan and execute all digital marketing tactics by monitoring and evaluating the commercial ventures by socializing and marketing the land management schemes by contacting the valuable customers through emails and advertising on database, email, social media like whatsapp,facebook,snapchat on Android & IOS Apps etc.
- To design and upload the publicity of Railway different commercial ventures on social media.
- To collaborate with internal team of Directorate of Land Management and Directorate of I.T/P.R, HQ to create advertisement pages and to make efforts and to make all Railway Apps attractive to enhance the followers and viewer ship.
- To collaborate with agencies and other vendor partners for promoting Railway commercial ventures through Digital Marketing.
- To evaluate emerging technologies to provide thought leadership and prospective for adoption were appropriate.