



**GOVERNMENT OF ANDHRA PRADESH**  
**Information Technology, Electronics & Communications Department**  
**Andhra Pradesh**

Location: Vijayawada

No of Positions: 1

Post Code	Job Description	Key Competencies, Experience & Qualifications
001	<p><b>Director (Promotion)</b></p> <p><b>Role Description:</b></p> <p>This role deals with branding and promotion of the State of AP. This involves at a broad level to develop / compile promotion material for “branding” the state of AP as an ideal investment destination. Also, it involves activities like planning promotional events, coordination for visits of business delegations (both incoming and outgoing), lead generation for electronics and IT prospects and preparing compelling propositions to prospective clients. Role involves independent decision making and strong relationship building with multiple stakeholders across MNCs, IT Services &amp; BPM companies</p> <p><b>Major Responsibilities:</b></p> <ul style="list-style-type: none"><li>• Plan and work out promotion and branding strategy</li><li>• Coordinate with the departments for identification of prospects and make compelling proposals</li><li>• Manage and coordinate with all the staff and resolve issues and take decisions</li><li>• Support setting up of ITIR, EMC, SEZ, DTP as needed and resolve the problems in implementation of the IT, Electronics, Innovation, DTP, IoT Policies and cause necessary through implementing agencies such as APIIC / Urban Development Authority/ DISCOMS/ Municipal Corporations for administration of various incentives sanctioned, and for speedy realization of the goals set forth in the policies</li><li>• Preparing for and managing media events as and when needed</li><li>• Manage events, generate prospects and bring them for meeting</li><li>• Identification of and working with key stake holders in the departments and outside</li></ul> <p>Note: Any other role / responsibility as agreed and felt necessary by Secretary, ITE&amp;C or his reporting officer in the interest of Organization</p>	<ul style="list-style-type: none"><li>• BE/ ME/ MBA</li><li>• Post qualification Experience of 15-20 years in the IT industry with the recent 5 in CXO role</li><li>• Should have experience dealing with clients, partners &amp; vendors</li><li>• International exposure and dealing with large MNCs</li><li>• Should have understanding of IT services, Products, BPM &amp; emerging technologies</li><li>• Should have exposure to vendor/ partner management; procurement; finance &amp; HR functions</li><li>• Exposure to industry associations, professional bodies - being a office bearer is an advantage</li><li>• Exposure to innovation, entrepreneurship and investments</li><li>• Excellent people leadership skills</li><li>• Good verbal &amp; written communication skills</li><li>• Proactive and self-motivated/ go-getter attitude</li></ul>