

JOB DESCRIPTION

Position Title	AM- Digital Lead
Company	Gujarat Fluorochemicals Ltd.
Grade / Level	Level – IV
Division / Department	Corporate Office (Noida)

1. JOB PURPOSE

Fuelled by strategic investment in technology and innovation, Technology seeks to drive growth opportunities and solve complex business problems for GFL-Inox group companies, through building a robust platform for business and powerful product engine that are integral to innovation at scale. This position will work with technologists and business specialists, blending system integrators deep industry knowledge and innovative ideas with our platforms, capabilities, and technical expertise. As a champion for change and growth, you will be at the forefront of integrating emerging technologies and Lead programs /projects in Digitisation to make GFL & IWL Business ready for the future. Drive Digital Initiatives across plants & Corporate location.

Job Role

- Able to organise workshop, co-ordinate with Stakeholders and define a Digital Strategy for the INOX GFL GROUP companies comprising of Gujarat Fluorochemicals Limited and its subsidiaries like Solar, Electric Vehicle, Hydrogen, Inox Wind and its subsidiaries within India and Overseas.
- Plan and execute all Digital Projects
- Crafting Customer Experience Journey and Digital Touch Point for customers,
- Train and Spread awareness within the Middle management team on Digital enablement across all functions in the organisation specially HSSE, HR, Sales & Marketing
- Understanding in Digital Marketing including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimizes user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

ORGANISATIONAL CHART

The position will be reporting to the Group CDIO

2. PRINCIPAL ACCOUNTABILITIES

Accountabilities	Major Activities	Key Performance Indicators
Compliance sustainability and integrity	<ul style="list-style-type: none"> ▪ Review Compliance Status and take necessary action to mitigate any non-compliance as identify. ▪ Conduct all operation of function, ensuring social responsibility and accountabilities by following the company guideline of the same. ▪ Review activity under control and take action to make the same sustainable as per the company sustainability principle. ▪ Be responsible for ethical operation under his control. ▪ Be responsible for prevention, detection and reporting of bribery and other forms of corruption including breach of code of conduct and other company regulation. ▪ Avoid all such activity that could lead to or imply breach of code of conduct, anti-bribery and anti-corruption etc. ▪ Immediately report any incidents related to social responsibility violations and anticorruption / Anti Bribery process deviation 	<ul style="list-style-type: none"> ▪ Nil Violations of Law ▪ Nil violation of social responsibility policies ▪ Nil violation of Code of Conduct and Anti Bribery and Anti-Corruption

3. SKILLS AND KNOWLEDGE

<p>Educational Qualifications</p> <ul style="list-style-type: none"> • Bachelor's degree in Business, Engineering, IT, Computer Science with 5-7 years in software development/ Project Management. <p>Certification in any of the below:</p> <ul style="list-style-type: none"> • Agile methodology PMP/ PRINCE 2 • SCRUM Master • DEVOPS • Lean Six Sigma <p>Requirements:</p> <p>Female Candidate will be preferred</p> <p>Skills:</p> <ul style="list-style-type: none"> • Background/ Experience from a Manufacturing/ Industry • Software Development • Driving Projects in Digital Space across all the functions including Digital marketing, Website Development, Portal Development, Mobile app, • Prior Experience of Microsoft platform like Sharepoint, Dotnet and other development platform like PHP and other Open Source, • Exposure of latest Development platform like Reactnative, • Strong analytical skills and data-driven thinking • Understanding of API architecture and new application developments tools DevOps • Up-to-date with the latest trends and best practices in online marketing and measurement • Knowledge of php mysql, dot net, web trends, Netinsight, is must. • Fair understanding of Cloud Server concepts and worked on the deployment over AWS & Azure.

Functional/ Behavioral/ Leadership Skills / Required Competency

	Achievement Orientation	Collaboration	Practical Creativity	Leading and Developing Others
	Focus Resilience Passion for Excellence	Fostering Teamwork & Conflict Resolution Responsible Relationship Building Understanding & Influencing Others	Creative Thinking Pragmatic Behavior Logical Reasoning	Holding People Accountable Providing Positive Feedback Coaching & Training
LEADERS ASSISTANT GENERAL MANAGERS TO SENIOR GENERAL MANAGERS	It means having the sustained energy and determination to set and work in a manner, so as to overcome obstacles and meet challenging results, by improving individual and organizational contribution. It is a concern for working well and surpassing a standard of excellence. The standard may be, one's own past performance, or an objective measure or a challenging goal one has set to improve the organizational results.	It means to work co-operatively as a member of a team, persuading and convincing others as well as integrating work with them, so as to achieve the common goals of the organization. It is the commitment is towards achieving team objectives, rather than own interest and facilitating team spirit, pride and trust among people. It is about understand other first and them to be understood.	It is the ability to create new ideas using a logical, systematic and sequential approach, which can be turned into realistic plans. For a successful business decision a minor incremental is not enough, having the ability to create innovative concept is a key imperative	It is taking initiative to train, motivate, coach and inspire others, by providing them an environment to increase their contribution and potential. It is the willingness to identify one's Knowledge, Skills and Abilities and Delegating them work, coaching them, so as to help them enhance their capabilities. It is about developing subordinated and leading them to become more productive