

Job Description

Marketing Lead – Stack Parking Solutions

Job Purpose:

To drive **business development, marketing, and design support** for stack parking solutions, ensuring effective project execution, quality standards, and timely completion. The role will also involve **preparing parking layouts, design coordination, and project monitoring** to meet client requirements.

Key Areas of Responsibility & Indicative Activities:

1. Marketing & Business Development

- Promote and develop business for stack parking solutions.
- Coordinate with clients to obtain genuine enquiries and site AutoCAD drawings.
- Generate business opportunities across various systems:
 - Single Stack Parking
 - Two-Level Stack Parking
 - Three DP Pit Parking System
 - Puzzle Parking System

2. Design & Drawing Support

- Initiate preliminary design concepts based on site conditions.
- Coordinate with CAD draftsmen for preparation of detailed stack parking drawings.
- Prepare DAP (Design Approval Process) drawings as per site conditions.
- Collaborate with architects and civil consultants for required parking slots.

3. Project Installation & Execution Planning

- Understand project details and manpower requirements.
- Meet and evaluate contractors, negotiate quotes, and finalize agreements in consultation with management.
- Coordinate with draughtsman for electrical layout drawings and client approvals.
- Review and finalize Bill of Materials (BOM) with supervisors/engineers.
- Coordinate with vendors for material procurement and PR/PO process.

4. Project Execution & Monitoring

- Track material availability and resolve bottlenecks.

- Review causes for delays and recommend solutions or escalate issues to management.
- Attend client meetings, update progress, and ensure closure of action points.
- Monitor contractor performance, take corrective action for delays.
- Ensure site safety compliance at all project locations.
- Oversee parking completion and closure of punch lists.

5. Project Documentation

- Maintain documentation related to materials and site records.
- Prepare itemized bills based on site measurements and submit for approvals.
- Process contractor payments and maintain records of advances/payments.
- Review and update daily progress reports for management.
- Prepare and issue site handover reports for client sign-off.

6. People Management

- Guide and monitor team members in daily operations.
- Address and resolve team issues or grievances.
- Ensure effective team collaboration and performance.

Skills & Competencies:

- Strong knowledge of **stack parking systems and layouts**
- Proficiency in **AutoCAD / design software**
- Excellent **marketing and client coordination skills**
- Strong project execution and contractor management abilities
- Ability to handle **multiple stakeholders** (clients, vendors, contractors)
- Good communication, negotiation, and documentation skills

Educational Qualification & Experience:

- **Qualification:** B.E. / Diploma in Civil / Mechanical Engineering (or relevant field)
- **Experience:** 4–7 years in Parking Systems / Project Execution / Business Development