

## Job Description – CRT Executive

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<b>Job Title:</b>	CRT Executive
<b>Department:</b>	Sales
<b>Position Type:</b>	Full-time
<b>Reporting To:</b>	Sales Manager
<b>Responsible on absence:</b>	Sales Manager

### Primary Responsibilities

- **Rides and Community Events**
  - Communicate the rides / community events planned to the sales executives at the start of the month for registration of customers for the events
  - Draft the monthly rides / community events plan with sales manager and ASM. Define the kinds of events and target pipeline generation from each activity
  - System based entry of monthly activity plan and obtaining approval of the same
  - Event planning, location booking, customer invites as per event and the norms set by the regional marketing manager
  - Event execution with help of activity executives and sales consultants for rides and community events respectively
  - Ensure all data captured for events and rides in the system
  
- **Test Ride Bikes Management**
  - Ensure maintenance and upkeep of the test ride bikes
  - Design the test ride routes from store basis product families and recommendations of regional rides coordinator
  
- **Social Media Presence**
  - Create & Maintain Store's Social Media Presence
    - Audience - Engaging new audience and increasing following/ audience base
    - Content - Using store provided templates/ guidelines to create content
    - Event Calendar - Planning, organizing & sharing the ride and community meet calendar
    - Rider Stories: Sharing stories from recent rides, community initiatives
  - Capture key moments like deliveries taking place in store and post content on social media
  - Capture interesting customer stories in a digital blog or coffee table book and regularly post about them on various social media channels such as FB and Instagram etc.

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### **Candidate Profile**

- **Educational Qualifications:** Diploma / PG / Graduate.
- **Industry:** Auto [4 wheeler preferred], Real Estate, Banking, Communications
- **Minimum experience:** 3 years, at least 2 years of experience in a direct customer facing role, has completed at least 2 long distance rides on an RE bike
- **Profile:** Has extensive experience in managing and organizing rides, has been on multiple rides as part of a group, is well connected with local rider community, strong focus on customer experience management, adherence to processes and norms
- **Passions/ Interests:** Passionate about Royal Enfield and motorcycling, owns/ rides one himself, interested in travelling and exploring
- **Competencies:**
  - Customer Relationship Management
  - Social Media Management
  - Product Knowledge / Brand Insights