

## **APPOINTMENT**

### **Engagement of “Senior Executive (Sales & Marketing)” on Purely Casual Basis**

Westinghouse Saxby Farmer Limited (WSFL) is under the Public Works Department, Govt. of West Bengal. It is registered under the Company Act, 1956.

WSFL invites applications for the position of **Senior Executive (Sales & Marketing) on casual basis**. The selected candidate will receive a monthly consolidated remuneration, which will be a negotiated amount.

Candidates applying for the position of **Senior Executive (Sales & Marketing)** must possess the following:

1. No. of Post: 1 (One)
2. Qualification: Graduation in any discipline from a recognized University/Institution. Candidates who are non-graduates may also apply, provided they possess relevant experience.
3. Age: 25 – 40 Years (Relaxable for suitable candidates).
4. Experience: **Minimum 10 (ten) years’ experience** in the field of Railway Marketing and Sales, including hands-on experience in tenders processed through IREPS, preparation of Comparative Statements (CS), and drafting all types of official correspondence related to sales matters. The candidate must also have experience in fund collection from Railway consignees, including recovery of outstanding/old dues, if required.
5. Responsibility:
  - i) Understanding of railway infrastructure, signalling systems, electrification, relevant standards, and regulations.
  - ii) Identifying prospective customers, generating business, and managing client relationships within the railway sector.
  - iii) Managing relations with rail operators to secure and optimize cargo movement or service contracts.
  - iv) Planning, developing, and implementing sales and marketing strategies based on market opportunities.
6. Remuneration: Monthly Consolidated (Negotiable)
7. Engagement will be on casual basis, with an initial probation period of 1 (One) year. The contract will be extended subject to performance.

Interested Candidates fulfilling above Criteria may apply with complete CV to the email ID: [ao.wsf.2025@gmail.com](mailto:ao.wsf.2025@gmail.com) within 10 (Ten) days from the date of publication of this Advertisement.