



<https://srammram.com/job/marketing-head/>

## Marketing Head

### About the Marketing Head Profile

A seasoned player with Crafting strategies for all Marketing teams, including Digital, Advertising, Communications and Creative. Preparing and managing monthly, quarterly and annual budgets for the Marketing department. Setting, monitoring and reporting on team goals

### Responsibilities

Driving Revenue Growth

Developing plans to help establish the brand

Allocating resources to different projects and setting short-term and long-term department goals

Expanding Geography and newer markets for increased market share

Adding more TPAs and Corporate clients for captive business

Adding more Channel Partners for revenue growth

Cost optimization for better ROI

Crafting strategies for all Marketing teams, including Digital, Advertising, Communications and Creative

Preparing and managing monthly, quarterly and annual budgets for the Marketing department

Setting, monitoring and reporting on team goals

### Work Description

Craft strategies for all Sales & Marketing teams, including Digital, Advertising, Communications and Creative

Prepare and manage monthly, quarterly and annual budgets for the Marketing department

Set, monitor and report on team goals

Design branding, positioning and pricing strategies

Ensure our brand message is strong and consistent across all channels and marketing efforts

Analyze consumer behavior and determine customer personas

Identify opportunities to reach new market segments and expand market share

### Hiring organization

SramMram Group

### Job Location

India

### Salary per Annum

INR 8,00,000 - INR 12,00,000

### Date posted

March 16, 2022

Craft quarterly and annual hiring plans

Monitor competition (acquisitions, pricing changes and new products and features)

Coordinate sales and marketing efforts to boost brand awareness

Participate in the quarterly and annual planning of company objectives

## **Skills**

Marketing

Digital Marketing

Growth Hacking