



<https://srammram.com/job/marketing-associate-india/>

Marketing Associate

Responsibilities

Guide the marketing strategy, develop the brand identity, oversee the execution for marketing campaigns, assist in marketing/sales

Audit the present state of the brand and marketing strategy

Develop insights through market, customer and stakeholder research to help derive unique cross-selling ideas

Brand positioning, vision, values, naming, architecture and brand design brief

Identify areas of opportunities through the marketing of overall business growth

Scaling Brand through a combination of agency and employees

Oversee and guide the marketing execution – creatives, content, campaigns, messaging, etc.

Define and Supervise activity calendar/execution, guidelines/objective goal-setting

Overall management of Advertising and Promotion Budget

Continuous analysis of the competition, retail trends, and market dynamics while working in sync with stakeholders

Skills

Master's degree from a leading institution

Proven experience as heading marketing and growth (2--3 years) with hyper-growth marketing ventures

Medical/Wellness/Health background could be an added advantage

Excellent understanding of the full marketing mix

Strong analytical skills partnered with a creative mind

Excellent communication skills

Up-to-date with latest trends and marketing best practices

Hiring organization

SramMram Group

Job Location

India

Salary per Annum

INR 4,50,000 – INR 6,00,000

Date posted

March 16, 2022