



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

Marketing Manager

Role & Responsibilities

Own projects with considerable scope and/or complexity with significant impact on brand and customer experience and business

Own all marketing drivers for the program, and work as an advocate with category and relevant teams

Work with cross-functional teams and internal teams, etc., to define, drive, and launch monetizable marketing opportunities

Own creation of marketing programs, and multiple key traffic drivers, to acquire new customers and sellers

Conceptualize, design and execute online/offline marketing initiatives to extend awareness of the product/program.

Develop, test, and execute aggressive multi-channel marketing plans to drive customer acquisition

Conduct in-depth analyses to determine program effectiveness and to continuously improve programs and initiatives

Develop the program's branding, the marketing calendar, pitch decks

Present to senior management externally and internally

Meet business monetization goals while ensuring a top-notch selling partner experience

Qualifications

3 plus years of sales and marketing experience

In-depth understanding of the relevant market

Excellent communication and presentations skills

Excellent leadership skills

Role & Responsibilities

Setting individual sales targets with the sales team

Recruitment and training of sales and marketing team

Assess current team processes and procedures and improve them

Creation of Sales pipeline and lead generation

Preferred Qualifications

Hiring organization

SramMram Group

Job Location

India

Salary

INR 6,00,000 – INR 8,00,000

Date posted

March 16, 2022

MBA

Experience building, executing and scaling cross-functional marketing programs

Experience using data and metrics to measure impact and determine improvements

Experience using Microsoft Excel to manipulate and analyze data

Experience presenting metrics and progress to goal with stakeholders

3+ years of marketing experience in marketing/product management within Ecommerce/FMCG/retail

Demonstrated ability of strategic problem solving and creating/building something from scratch

Demonstrated ability to formulate data-driven decisions that lead to results