

- Job Title: Executive Marketing
- Location: Mumbai
- Department: Marketing
- Reporting to: Asst. Manager Marketing
- Positions: 4
- Qualification: MBA
- Experience: 4-5 years
- Gender preference: Male or Female
- Skills: Strong Communication Skills, Ability work independently as a team, must have go getter attitude.
- Salary & benefits: As per industry standard

<b>Roles &amp; Responsibility:</b>
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1. Plan and execute ATL & BTL activities. End to end planning and co-ordination of planned activities.
2. Handling his/her entire territory for execution of ATL.
3. Manages the use of external resources as they pertain to the marketing and communications function (e.g. creative agency, printers, etc.)
4. Making of annual marketing calendar and product plans including ATL, BTL& Collaterals.
5. Interface between marketing manager and creative team for artwork follow up & release of artworks.
6. Maintaining contact with the advertising departments of the local media and processing press leads.
7. Supporting the marketing manager in agency coordination for ad releases monthly.
8. Should support Marketing Manager in conducting market research.
9. Post marketing activity evaluation: the marketing executive should be able to do post evaluation of the scheme in close co-ordination with Marketing manager.
10. Supporting Digital marketing agencies with product specific schemes to be promoted online
11. Manage digital deployment of program & campaigns.
12. Analysing and maintaining customer database.
13. Vendor liaising: should assist Marketing Manager in identifying gifts to be run trade push scheme. End to end co-ordination with Vendor and concerned depts. involved within the organization.