

Job Description

Assistant Marketing Manager

We are looking for a Creative Assistant Marketing Manager who'll be responsible for executive Digital campaigns & Branding for our brand, and lead all our marketing activities from social media, Offline Marketing, and digital campaigns to advertising and creative projects.

Qualification & Skills

- **MBA – Marketing**
- Good knowledge of Performance Marketing (Campaign & Digital Marketing)
- Proven ability in Digital Marketing, Offline Marketing, and branding
- MS Excel/ MS PPT
- Good Communication Skills & Presentation Skills

KEY RESULT AREAS: -

- Market segmentation and positioning, market research, Branding, Pricing, Campaign marketing, and gap analysis for assessment of revenue potential in business opportunities.
- Plan, execute, and measure marketing initiatives aimed at lead generation. Coordinate with sales or marketing representatives to address communication needs.
- Conceptualize and implement various initiatives to enhance the branding and visibility of the organization and ensure consistency of the message.
- Collateral development brochures / newsletters / multimedia / other promotional materials for internal and external communication (end-to-end).
- Technical marketing materials, Brochures, Flyers, and Technical Demos, including relevant show presentations/booth design designs.
- Conducting industry market research & competitor analysis of various software technologies and documenting them for utilization during the sales cycle.
- Identifying new prospects/ customers, exploring the business areas, negotiating, coordinating, and handling the commercial and business aspect of the project
- Build, plan and implement the overall digital marketing strategy
- Manage all digital marketing channels, and measure ROI and KPIs.
- Prepare and manage digital marketing budget
- Oversee all the company's social media accounts, manage and improve online content, considering SEO and Google Analytics
- Monitor competition and provide suggestions for improvement