



Job Description

Marketing Manager

About the job:

To ensure success, the Marketing Manager will need extensive knowledge of marketing strategies and the ability to identify new business leads. He/she will be someone whose expertise translates into increased brand awareness and profitability.

KRA's:

1. Collaborate with partners across the ecosystem to come up with initiatives for increasing the thought leadership of the brand.
2. Responsible for gaining the latest insights about the market, tracking competitor activities, reports/information being published and how such information can be leveraged for the brand.
3. Creating marketing calendar, scheduling activities & implementing them.
4. Identify strategic partnerships, influencers, and collaborators that can amplify our brand's reach.
5. Maintaining all KPI reports.
6. Negotiate and manage partnership agreements to maximize mutual benefits with restaurants & other brands.
7. Planning BTL campaigns majorly like outdoor advertising, such as billboards and flyers, direct mail campaigns, trade shows, catalogs, brand promotion activities, telemarketing, free sampling, exhibitions and targeted search engine marketing.

Requirements:

1. Basic knowledge of Loyalty Point System.
2. A Minimum of 5 years' experience in BTL marketing activities. ATL Knowledge will be a plus.
3. Bachelor's degree in marketing or relevant field.
4. Prior experience in managing the conception, development, and implementation of marketing plans and strategies, as well as promotional programs.
5. An enthusiastic and metrics-oriented marketer who enjoys challenges and pushing his/her limits.
6. Proactive self-starter, result-oriented, and ready to take ownership.
7. Superb leadership, communication and collaboration abilities.
8. Exceptional analytical and problem-solving skills.