

Position	Asst manager / Manager – Marcomm
Department	Marketing
Location	Noida

Key Accountability/Role and Responsibilities
<ul style="list-style-type: none"> ➤ Follow the Brand guidelines and help deliver the tactical marketing campaigns and brand promotions. ➤ Coordinate for all central marketing campaigns requirements and collaterals for all business verticals ➤ Ensuring delivery of execution of marketing strategies and campaigns in the regions. ➤ Provide writing and editing support to outbound communications including all promotional materials, website content, a monthly newsletter and the Association's annual report. ➤ Review and edit existing promotional materials for marketing effectiveness, cross-selling implications and adherence to brand guidelines. ➤ Act as central point of contact for the regions for marketing communication support.

Job Description
<ul style="list-style-type: none"> ➤ Support in designing creatives for all central marketing & promotional campaigns. ➤ Coordination with Ad agency agencies and ensuring effective execution. ➤ Coordinate and negotiate with Printers and Vendors for optimal use of resources. ➤ Support in Sourcing of Marketing collaterals and Promotional articles for various verticals & locations.

Education Qualification
Graduate from a premier school or Tier 2 MBA graduate

Experience	
Minimum yrs of experience:	2
Maximum yrs of experience:	6
Preferable industry background: Advertising agency FMCG/Telecom	
Nature of Experience: Minimum 2 years of experience in advertising agency is mandatory.	

Required Skill Sets and Behavioral Traits	
<ul style="list-style-type: none"> ➤ Understanding & experience in managing a broad range of marketing activities branding and collateral development. ➤ Excellent Written & verbal Skills ➤ Basic understanding of marketing, brand promotions & BTL activities etc ➤ Good networking amongst various vendors and printers ➤ Strong negotiation and execution skills ➤ Ability to manage multiple projects on tight deadlines 	

Functional Reporting	:	GM -Marketing
Administrative Reporting	:	-
Who will report	:	-
Key peer functions to co-ordinate with	:	Business Development team, Carnation Hub Representatives, RM, PR Deptt