

## ROLE : BRAND MARKETING

**Level / Designation:** Marketing Manager

**Vacancies:** 1

**Possible Remuneration:** INR 5 Lakh+ (final package would also be depending on current position of the candidate)

### Responsibilities

- Managerial role that requires the person to understand and aid the brand's growth and reach.
- Build strategies for increased brand awareness of existing brands and create an impression/reach for new brands.
- Build resonance across products and product lines with current or potential customers.
- Build capacity for translating brand elements into go-to-market strategies.
- Aide in analysing brand positioning and consumer insights, communicate our vision and mission.

### Skills Desired

- Excellent communication skills.
- Fluency in English and Hindi is necessary.
- Strong analytical skills partnered with an inventive mind.
- Data-driven thinking and familiarity with marketing best practices.
- Exposure to developing brand and marketing strategies would be an asset.

### Your Profile

- MBA or equivalent degree in marketing and branding from a reputed school with 3+ years of experience.
- Experience in handling and delivering multiple projects.
- Passionate about branding, advertising, creative thinking and strategy.
- Problem solver, innovator, collaborator, analytical and willing to experiment.
- Passionate to travel and meet customers.

The position is a **FULL TIME ROLE** from an office location.

Location: BENGALURU