



JOB SPECIFICATION

Position: Sr. Marketing Manager (B2B)
Reporting to: Sr. Director Marketing
Department: Marketing & Strategies
Location: DAKC, Mumbai, India

Key Business Objective:

The primary purpose of this role is to strengthen the B2B marketing efforts of the organisation by creating and executing a measurable marketing communications plan across all communications disciplines, to position the products and services of the organization

Key Performance Indicators:

- Build, manage and support effective product marketing programs within investment guidelines
- Analyze marketing trends and tracking competitors' activities and providing valuable inputs for product enhancement
- Ensure implementation of marketing programs within agreed timelines
- Manage relationship with Global Marketing and Product Marketing teams
- Manage marketing programs and develop marketing collaterals like product sheets, corporate brochure, etc.
- Building relationship and working with the advertising agency team to execute inspiring creative work for the brand.
- Support the execution of marketing events across regions as per the event calendar

Overview – Role Summary:

This is a senior and highly visible role within the company and will be responsible for:

Marketing communications:

You will work with the global marketing team on all customer touch point mediums (web, printed collateral etc) and develop various marketing programs for the company to achieve financial targets, covering existing and new services. This will involve working closely with the advertising agency and the global regional marketing teams to develop marketing collaterals like Website, Micro sites, product sheets, corporate brochure, eDM's, Webinars etc to support marketing initiatives and drive awareness for the enterprise and Wholesale business of Reliance Globalcom in the relevant markets.

You will also work closely with the corporate branding and product team to ensure consistent messaging, execution, differentiation in the collaterals to support sales channels, customers and general media exposure. The job will involve a high degree of creative thinking for production of customer, partner and internal collateral for all Reliance Globalcom services like:

- Brochures
- Customer presentations
- Print & Electronic media advertising (Web/Internet/Extranet), etc.

Contact with Others:

Internal: Product team and global marketing team

External: Vendors

Who can Apply:

Educational Qualification:

MBA

Work Experience:

Minimum 10-12 years Industry experience (E)

Required Attributes (skills & experience):

- Excellent written and oral English (E)
- Extensive knowledge of the international telecommunications markets (E).
- In-depth exposure to Advertising agency/ PR and event agency working

To apply for this position, please send your updated CV to careers@relianceglobalcom.com with 'Sr. Marketing Manager (B2B)' in the subject line.