



JOB SPECIFICATION

Position: Sr. Marketing Manager (B2C)
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 B2C 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 Product Marketing and other functional teams
- Customer profiling and cues for creative positioning in new markets and segments
- Building relationship and working with the advertising agency team to execute inspiring creative work for the brand.
- Support the execution of marketing events across the globe as per brand requirements

Overview – Role Summary:

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

Marketing communications:

- You will work 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 product teams to develop brand support, execution and awareness activities for international voice consumer offerings and ensuring consistent messaging, execution, differentiation etc.
- Understand the geographical market segments for buying behaviours, product features, service levels, market opportunities for various products groups and execute marketing programs to address business opportunities .
- Execute and support the marketing strategy to meet the organization goals while working with product marketing to develop collateral materials including brochures, customer presentations, press releases, advertisements, web content and direct marketing initiatives
- You will also work closely with the corporate branding 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



Contact with Others:
Internal: Product team and other functions External: Advertising and other related agencies

Who can Apply:
<u>Educational Qualification:</u> MBA
<u>Work Experience:</u> Minimum 8-10 years Industry experience (E)
<u>Required Attributes (skills & experience):</u>
Essential Competencies <ul style="list-style-type: none">• Outstanding written and verbal communication skills.• An understanding of the Telecom industry is helpful.• B2C online marketing experience.
Personal Characteristics <ul style="list-style-type: none">• Smart, young, sharp, positive outlook.• Confidence, enthusiasm and determination to succeed• Ability to work under pressure & managing crisis.• Planning & organization.• Skill sets to interact with internal team members• Results and Action Orientated

To apply for this position, please send your updated CV to careers@relianceglobalcom.com with 'Sr. Marketing Manager (B2C)' in the subject line.