

SETUP INDIA PVT. LTD.

## **MARKETING EXECUTIVE**

As a Marketing Executive, you will be a key member of an elite team who plans, develops and oversees the overall marketing strategies and campaigns to promote the company's brands, products and services. You won't just identify problems, but roll up your sleeves and solve them. You'll explore partnership opportunities and experiment with new channels, audiences, and creative strategies.

The ideal candidate has a strong analytical/business mindset, with a focus on outcomes and pushing things across the finish line. Above all else, we're looking for someone with a "can-do" attitude who wants to work in a startup environment and always finds a way to make things work.

### **WORK RESPONSIBILITIES:**

- Researching and brainstorming each stage of the project
- Delegating assignments to members of the graphics and advertising departments, as needed
- Supervising employees' work, providing direction and clarification, as needed
- Ensuring adherence to clients' specifications
- Coordinating efforts to ensure that campaigns are completed
- Adhering to time and financial restrictions
- Tracking changes in consumer engagement following the roll-out of each marketing campaign
- Compiling reports detailing the effects exerted by each campaign, and sharing these with clients

### **REQUIREMENTS:**

- Degree in Marketing / Sales / Business Administration
- Good understanding of market research techniques, data analysis and statistics methods
- Thorough knowledge of strategic planning principles and marketing best practices
- Proficient in MS Office and marketing software (e.g., CRM)
- Familiarity with social media and web analytics (e.g., Web Trends)
- Excellent communication and people skills
- Strong organizational and time-management abilities
- Creativity and commercial awareness
- Strong leadership, delegation and capacity development skills
- Prior experience as a Marketing Executive