

<b>Job Title: Marketing Manager</b>			
<b>Business Unit:</b>	Piramal Sarvajal	<b>Domain:</b>	Marketing
<b>Location:</b>	Ahmedabad	<b>Band/Grade:</b>	2B
<b>Department:</b>	Piramal Foundation	<b>Last updated on:</b>	7-4-2018
		<b>Degree of Travel required to:</b>	Frequent
<b>Purpose of Job</b>	To assist GM marketing in execution of all facets of Marketing and Communication strategies, calendars and plans.		
<b>Key stakeholders</b>	<b>External</b>		<b>Internal</b>
	Clients ,Vendors, Associate & Partners		Management ,Sales, Marketing ,SCM, Content & Communication ,CALM
<b>Reporting structure</b>	<b>Role directly reports to</b>		<b>Positions that report into this role</b>
	<b>GM Marketing</b>		Marketing executives, BD CALM
<b>Essential Qualifications</b>	<ul style="list-style-type: none"> <li>5-6 years of experience with MBA /PG Marketing.</li> </ul>		
<b>Essential Experience</b>	In managing entire gamut of Marketing, Communications, Sales process . To contribute proactively in Value chain in various capacity for internal & external Associate/partner management		
<b>Competencies</b>	<ul style="list-style-type: none"> <li>Excellent Interpersonal and soft skills [ Presentation Skills, Communication Skills, Negotiation Skills,]</li> <li>Client &amp; Vendor Management, Channel Management, time and project management skill</li> <li>Excellent analytical skills to assess ROI and program effectiveness</li> <li>Advance MS office specially Excel ,PowerPoint and word Required</li> <li>Working Knowledge of software like cored draw, Photoshop.</li> </ul>		
<b>Decision Making Control</b>	<ul style="list-style-type: none"> <li></li> </ul>		
<b>Our Values</b>			
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>Expertise – we strive for a deeper understanding of our domain</li> <li>Innovation – we aspire to do things creatively</li> </ul>		
<b>Action</b>	<ul style="list-style-type: none"> <li>Entrepreneurship – we are empowered to act decisively and create value</li> <li>Integrity – we are consistent in our thoughts, speech and action</li> </ul>		
<b>Care</b>	<ul style="list-style-type: none"> <li>Trusteeship – we protect the interests of our customers, community, employees, partners and shareholders</li> <li>Humility – we aspire to be the best, yet strive to be humble</li> </ul>		
<b>Impact</b>	<ul style="list-style-type: none"> <li>Performance - We strive to achieve market leadership in scale and profitability, wherever we compete.</li> <li>Resilience - We aspire to build businesses that anticipate, adapt and endure for generations.</li> </ul>		

## **Key Roles/Responsibilities:**

- Understand the Business Ecosystem; Spearhead all marketing activities for various verticals and channels as per directive of GM.
- Execute all Marketing Strategies, Mandates, calendars and plans received from GM Marketing within deadline.
- Should be go-getter, proactive in Generating Leads, identifying the relevant campaigns, conferences, event to promote brand in engaging way.
- Ability to develop, manage & support, to Client, Vendor, associates & partners of organization.
- Preparing MIS for Marketing department
- Ability to capture raw and relevant data, analyses it and represent it in various graphical form to present it to internal and external stakeholders.
- Manage administrative and logistics activities for timely and successful launch of ongoing and special projects as and when assigned by team.
- Building marketing collaterals and managing different marketing channels - PR, email, social media, content (blogs, infographics).
- Tracking, evaluating and providing feedback on the performance of campaigns.
- Performance reporting of all marketing activities.
- Producing high-quality impactful documentation that is appropriate for its intended audience
- Coordinate with various team, and develop external communication/content and creative's for the website and other official channels to promote image of the sarvajal in the desired manner., Collaborate with in-house creative team/agencies to transform communication and content into world class quality for targeted audience.
- Manage all social media and digital IPRs, Leverage popular social sites like LinkedIn, twitter, facebook and explore SEO options to position Piramal Sarvajal brand appropriately. Review and monitor social media analytics and strategize to achieve maximum outreach.
- Actively collaborate with the client and in-house teams to strategize and implement innovative social media campaigns in efficient and cost effective way.
- For Internal Communications, visualize marketing collaterals, design employee videos and leverage branding opportunities on important platforms for effective communication of brand value through various teams.
- Develop engaging news stories and communication for external audiences
- Network with Dept. HoDs, media houses, entrepreneurs, investors, sponsors, non-profits and other relevant organizations on enhancing Sarvajal positioning.
- Coordinate Marketing, Sales, SCM projects and deliverables from start to finish.