

Vacancy Notice

Marketing Executive

JOB DESCRIPTION

E&B is looking for a motivated candidate who with his/her experience or dynamism will be willing to create a new marketing team to market E&B's products among potential clients.

Role Summary:

- To be responsible for developing and maintaining marketing strategies to meet company objectives.
- To evaluate customer research, market conditions, competition and implement marketing plan alterations as needed.
- To oversee all marketing, advertising and promotional staff and activities.
- To be responsible for developing marketing team to meet company objectives.
- To plan the best ways of promoting the organisation's product, service or message to as many people as possible. This involves using various marketing strategies (such as media advertising, direct mail, websites and promotional events) to communicate with customers.

Responsibilities:

- Responsible for the marketing of company products and services to the right market whether B2B or B2C.
- Demonstrate technical marketing skills and company product knowledge.
- Develop an annual marketing plan in conjunction with the administration. This should detail the year's activity to meet agreed company objectives.
- To direct marketing staff where budgets are devolved.
- To achieve frequent, timely and positive media coverage across all available media.
- To conduct market research in order to identify market requirements for current and future products.
- To develop and implement a company-wide plan to push product, working with all departments for its execution
- To analyse potential strategic partner relationships for product lines.

Relationships and Roles:

- To demonstrate the ability to interact and cooperate with all company employees.
- To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships with all support departments.

Skills and Interests

You will need:

- the confidence to 'sell' your ideas
- excellent spoken and written communication skills
- creative thinking
- good organisational and planning skills
- the ability to lead and motivate a team
- drive, motivation and initiative
- the ability to work under pressure and to deadlines
- attention to detail
- good business sense and budget awareness.
- foreign language skills are appreciated for international projects

Job Specifications:

- Preferred 2-4 years of sales experience in the marketing industry. Freshers may also apply.
- Experience with a company in a related company /sector.
- Extensive experience of developing, maintaining and delivering on marketing strategies to meet company objectives.
- A strong understanding of customer and market dynamics and requirements.
- Willingness to travel and work in a global team of professionals.
- A proven ability to oversee all marketing, advertising and promotional staff and activities.
- Own vehicle for local transport.

Hours and Environment

Your standard working hours would be 9am to 5pm, Monday to Friday and 10am to 6pm on Saturdays, although you may need to work longer at busy times, such as the lead up to a campaign launch. You may also need to attend networking events in the evenings.

You would be office based, but may travel to meet clients, do presentations and attend conferences, exhibitions and product launches in Delhi and to other cities in India and abroad.

Salary and perks:

- As per the qualification and experience of the candidate.

Interested candidates may send their motivation letter and CV to enb@educationbeyond.net
Please mention expected salary.