

## **JOB DESCRIPTION**

**JOB TITLE:** Senior Manager/Director Marketing

**REPORTING TO:** Global Marketing Manager

**RESPONSIBLE FOR:** Collateral Design, Event Planning, Marketing Campaign Creation & Tracking, Social Media & Blogs Handling, Digital Marketing

**EDUCATIONAL QUALIFICATION:** Graduation/Post Graduation in Marketing

**RELEVANT EXPERIENCE:** 8-15 Years

### **MANDATORY SKILLS:**

- Ability to multi-task and adhere to deadlines
- Should be a very good team player and work closely with the team
- Inspired by the continually evolving craft of marketing
- Proven aptitude for seeking creative solutions to multi-faceted problems
- Excellent communication and presentation skills
- Thrive and deliver results in a fast-paced, sometimes ambiguous environment
- Ability to influence, inspire, and lead from any role
- **Should be comfortable to work in CST time zone**
- Experience in Adobe Creative Suite software or other design software preferred
- Experience using and managing a CRM system
- Any website content management experience is a plus
- Social and digital marketing experience a plus
- Ability to “wear many hats” and manages multiple tasks across various projects/departments with diverse requirements

### **PREFERRED SKILLS:**

**Digital Marketing, CRM, Social Media handling, Creation & Designing of Marketing Material**

### **KEY RESPONSIBILITIES:**

- Support the Integrated Marketing team that includes Integrated Content and Strategic Marketing globally

- Perform market research and prepare competitive analysis reports
- Update collateral (brochures, business cards, etc.) via marketing manager's direction
- Assist in organizing promotional events via creating and ordering collateral, performing research and helping to prep the attendees
- Compose and post online content to the company's website and social media accounts
- Create and analyze results of email sales & digital marketing campaigns
- Gain exposure to brainstorming and customizing RFP responses for our Sales team and assist with sales proposal preparation
- Manage and update our CRM contacts database
- Assist the sales team with researching new leads
- Update pricing spreadsheets per director's direction
- Generate/update client database as per specific requirements from the sales team
- Update and format procedures
- Gain exposure to multiple cross-functional, global teams including Sales, Operations and MORE!