

Brand Manager - Marketing (Full Time Role)
Andheri, Mumbai, India

ABOUT UNITILE:

Unitile stands as India's premier raised access floor brand, honored with the esteemed recognition of being the Rising Brand of Asia in 2021.

We have successfully assisted over 15,000 businesses in embracing transformative changes, specializing in creating forward-looking workspaces through our intelligent access flooring and cutting-edge data center solutions. Our expansion into new building material products, including those related to metal, gypsum, plastic, and acoustic solutions, demonstrates our commitment to diversification and innovation. At the heart of our manufacturing endeavors lie sustainability and innovation, supported by state-of-the-art machinery and automation. This commitment allows us to expand our global footprint and redefine the landscape of flooring technology.

Driven by a team of young and dynamic leaders, we're committed to shared success and aspire to be a global leader in raised access floor systems, acoustics, and related industries.

JOB SUMMARY:

Unitile, India's number 1 raised access floor brand, is seeking a highly motivated and experienced Brand Manager to spearhead the launch of its innovative acoustic solutions in the Indian market. As the leading brand in raised access flooring, Unitile is committed to delivering cutting-edge solutions that redefine standards in the industry. The Brand Manager will play a pivotal role in strategically positioning and promoting Unitile's acoustic solutions to establish a strong market presence.

Job Responsibilities:

- Formulate comprehensive brand strategies aligned with Unitile's business objectives and values.
- Conduct market research to identify opportunities, trends, and competitive landscapes in the acoustic solutions segment.
- Collaborate with cross-functional teams (Europe) to integrate brand strategies into overall marketing plans.
- Lead the planning and execution of the launch for Unitile's new acoustic solutions in the Indian market.
- Develop and implement go-to-market strategies, ensuring a consistent brand message across all channels.
- Work closely with sales and distribution teams to optimize product placement and visibility.
- Establish a user-friendly online platform for Unitile's acoustic solutions. Work with agencies to design, develop, and optimize the website for SEO, incorporating e-commerce functionality.
- Develop cohesive brand elements and guidelines for consistent representation across all channels.
- Measure brand recognition, consumer sentiment, and market leadership. Increase brand awareness and engagement through targeted digital strategies.
- Execute social media plans, implement email campaigns, and leverage digital advertising.
- Monitor social engagement, email open/click rates, and ROI on digital campaigns.
- Develop and manage budgets for brand initiatives, ensuring optimal allocation of resources.
- Monitor and report on the effectiveness of marketing campaigns against established KPIs.
- Define and articulate the unique value propositions of Unitile's acoustic solutions.
- Develop messaging that resonates with target audiences and establishes Unitile as the go-to brand for innovative acoustic solutions.
- Strategize and execute launch plans for new acoustic products, ensuring maximum visibility and impact.
- Plan and coordinate Unitile's participation in international events and exhibitions, showcasing our expanded product portfolio.
- Cultivate relationships with key media outlets and influencers in the acoustic and interior design space.
- Implement PR strategies to enhance Unitile's visibility and reputation.
- Collaborate with European marketing teams to ensure global alignment of marketing efforts.

- Foster seamless communication and collaboration across regions.

REQUIRED SKILLS, QUALIFICATION AND EXPERIENCE:

Skills:

- Creative Mindset
- Confidence in your ability
- Strong communication and people skills
- Presentation and Independent Mindset
- Ability to work in tight deadline pressure
- Ability to communicate clearly
- Strong time management skills.

Qualification and Experience:

- Bachelor's degree in marketing, Business, or a related field. MBA is a plus.
- Proven experience in brand management, preferably in the interior design or acoustic solutions industry.
- Strong understanding of the Indian market and consumer behavior.
- Excellent communication, leadership, and interpersonal skills.
- Proficiency in digital marketing tools and analytics.

Salary would be in line with the experience

IT'S MUCH MORE THAN WORK HERE AT UNITILE!