

Senior Executive - Marketing (Full Time Role) **Mumbai, India**

ABOUT UNITILE:

Unitile is India's No.1 raised access floor brand and is awarded the prestigious rising brand of Asia in 2021.

We have helped 15,000 + businesses embrace change by creating future-ready workspaces with our intelligent access flooring and data center solutions. Keeping sustainability and innovation as the core of our manufacturing efforts, we use state of the art machinery and automation to increase our global footprint and redefine flooring technology.

Our team has young and dynamic leaders who are building a future of shared success as we work towards our vision of becoming the world leader in raised access floor systems.

KEY RESPONSIBILITIES:

- Conceive and develop efficient and intuitive marketing strategies
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
- Write copy for diverse marketing distributions (brochures, press releases, website material etc.)
- Maintain relationships with media vendors and publishers to ensure collaboration in promotional activities
- Monitor progress of campaigns using various metrics and submit reports of performance
- Collaborate with managers in preparing budgets and monitoring expenses
- Preparing and delivering marketing plans within key objectives
- Working with in-house designers to produce materials of visual impact and within brand guidelines
- Involving key stakeholders for product at each stage of campaign, and reporting results once completed
- Generating and executing marketing campaigns across social media platforms such as Twitter, Facebook, Instagram, YouTube and many more
- Generating reports for digital marketing campaigns using data based analytics tools and also presenting this data in an easy to understand format
- Sourcing advertising opportunities and placing adverts in the press, radio or TV as appropriate to the product or service
- Liaising with media, printers and publishers as required and managing the production of marketing materials such as leaflets, flyers, posters and newsletters, including e-newsletters and DVDs
- Liaising with events coordinators to maximize visibility at conferences, receptions and exhibitions, including compiling product and literature lists to display or demonstrate
- Attending key conferences to manage booth, do customer interviews and focus groups
- Monitoring competitor activity and generating leads for products and services.
- Overseeing and developing marketing campaigns
- Conducting research and analyzing data to identify and define audiences
- Devising and presenting ideas and strategies promotional activities
- Compiling and distributing financial and statistical information
- Writing and proofreading creative copy, maintaining websites and looking at data analytics
- Organizing events and product exhibitions, Writing content for articles, blogs, website, emailers
- Coordinating internal marketing and an organization's culture, Monitoring performance, Managing campaigns on social media, event management

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:

- Any Graduate / MBA degree holder will be considered for this role.
- 1 - 3 years of experience in a similar role
- Preference will be given to full time employees over freelancers

Salary would be in line with the experience

IT'S MUCH MORE THAN WORK HERE AT UNITILE!