

## Job Description: Marketing & Brand Management

**Company:** Aromatan Private Ltd

**Title:** Marketing & Brand Management Executive

**Contract Period:** 2 years

**Location:** Turf Estate, Mahalaxmi, Mumbai (Travelling to the office everyday is essential for the role, Covid adjustments for what is legal and possible will be made on case-to-case basis)

### Position Overview:

We are looking for a young, dynamic, aspiring **Marketing & Brand Management Executive** – who has the curiosity to build, ideate & execute holistic brand building activities in an entrepreneurial environment. The role involves being a self-motivated part of a brand team. Core to this function is big picture brand development, visual & content consistency across platforms & managing the brand narrative.

You will get fantastic exposure to brand building, narrative building, budgeting and strategy. You will also get the opportunity to look at market expansion, digital first initiatives and creating a unified, engaged digital consumer experience across multiple platforms.

We operate 2 aromatic consumer brands – Aromafume & Dukhni – both of which are unique in nature, are in the middle of explosive growth in several countries and are bringing highly differentiated products to new consumer segments through first-to-market channels of sale!

Your primary challenge will be learning to understand brand building, building strong reporting systems, and figuring out how to best allocate resources.

### Responsibilities:

- 1) Ideate & Execute Digital Brand Building Activities
- 2) Strategize & build the Long-Term Brand Story
- 3) Collect and manage brand data – guiding digital strategy

### Skills & Requirements:

- **A good attitude**, and a commitment to ecommerce, data & analytics
- **Strong communication skills** and a desire to grow in the field of brand building
- **Team player** who works well with other people

### Role & Benefits:

- Fulltime role fixed CTC is **360,000 INR per annum** – There is an additional variable annual bonus that is performance based.
- **Additional bonus & Benefits** pay-out will depend on the individual, team & organizational performance

### Next Steps:

Please go through the brand websites & social media pages

Dukhni: [www.dukhni.com](http://www.dukhni.com) & @dukhnibakhoor (Instagram)

Aromafume: [www.aromafume.com](http://www.aromafume.com) & @aromafume (Instagram)

Email us your CV to [joinus@aromatan.com](mailto:joinus@aromatan.com) with **Marketing & Brand Management** in the email subject

We promise a steep learning curve, a fun work environment and a lot of growth!! If this does not fit what you are looking for – tell a friend you think is up for the challenge! Both them, and us, will thank you for it!

Shortlisted candidates will be contacted to schedule phone interviews, followed by a video or an in person interview.