

Job Description: Marketing Data Analyst

Company: Aromatan Private Ltd

Titles: Marketing Data Analyst

Contract Period: 2 years

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

Position Overview:

We are looking for a young, dynamic **Marketing Data Analyst** to succeed and grow in an entrepreneurial environment. The role involves being an integral part of a team that is building a dominating digital brand addressing global consumers in multiple international markets simultaneously.

Core to this function is understanding Data Collection, Building Out Data Dashboards, Using Data to Answer Marketing Questions, Make Data more visual, Telling Stories with Data

You will get fantastic exposure to Marketing, Data Driven Insights, Role of Data for marketers and see the impact of data on new-age consumer brands!

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

Your primary challenge will be learning new skills to adapt to your role, enabling yourself to get an understanding of how to communicate, what to communicate, how to stimulate virality and understand and analyse performance content.

Responsibilities:

- 1) Collect Data & Understand Organizing Data
- 2) Pivot Tablets and Presenting Data to Answer Questions
- 3) Identify Marketing & Product Trends using Data
- 4) Keep pushing boundaries on new and better ways to use data in an organization

Skills & Requirements:

- **A good attitude**, and a commitment to continuously improving
- **Strong communication skills** and using data to tell stories
- **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 & @dukhnibakhoor (Instagram)

Aromafume: www.aromafume.com & @aromafume (Instagram)

Email us your CV & Cover Letter to joinus@aromatan.com with **Marketing Data Analyst** 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.

Aromafume

