

Job Title: Marketing Executive / Marketing Specialist

No. of Openings: 2

Experience Required: 1 to 3 Years

Salary Range: ₹25,000 – ₹40,000 per month

Location: [Insert Location]

Employment Type: Full-Time

Job Description:

We are seeking dynamic and results-driven **Marketing Executives** to join our team. The ideal candidates will bring 1–3 years of experience and demonstrate strong domain expertise in **company branding, brand awareness, social media marketing, and event management**.

This role involves planning and executing strategic marketing initiatives to enhance visibility, support product launches, manage vendor relationships, and strengthen our brand presence across channels.

About Us

Jode Technologies Private Limited is a leading fintech company specializing in digital solutions for cooperative banks, pathpedhis, housing societies, temples, and parking services. We enable seamless digital payments and mobile-first solutions, impacting a range of industries and making a difference every day.

To Contact share your cv on this **hr@jodetx.com**

Key Responsibilities:

- Develop and implement strategies to increase **brand awareness** and market presence
 - Manage and grow the company's presence on **social media platforms** (Facebook, LinkedIn, Instagram, etc.)
 - Assist in the planning and execution of **marketing campaigns and product launches**
 - Coordinate and manage **events, exhibitions, and promotional activities**
 - Work closely with vendors and internal teams for **creative development, printing, and logistics**
 - Contribute to **content creation**, press releases, newsletters, and marketing collateral
 - Track and analyze marketing performance metrics and prepare reports
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Requirements:

- Bachelor's degree in Marketing, Business, or a related field
- 1 to 3 years of hands-on marketing experience
- Strong knowledge of **brand strategy, digital marketing, and content marketing**
- Experience in **event management and vendor coordination**
- Proficiency in tools like Canva, MS Office, and social media management platforms
- Excellent communication, organizational, and multitasking skills
- Ability to work collaboratively in a fast-paced environment