

Introduction

- > Marketing Manager connects brand strategy with business growth
- Responsible for campaigns, market research, budgeting, and leadership
- ➤ Effective HR strategy → sustainable competitive advantage
- Vital for brand growth, customer engagement, revenue generation

Importance of Marketing Manager

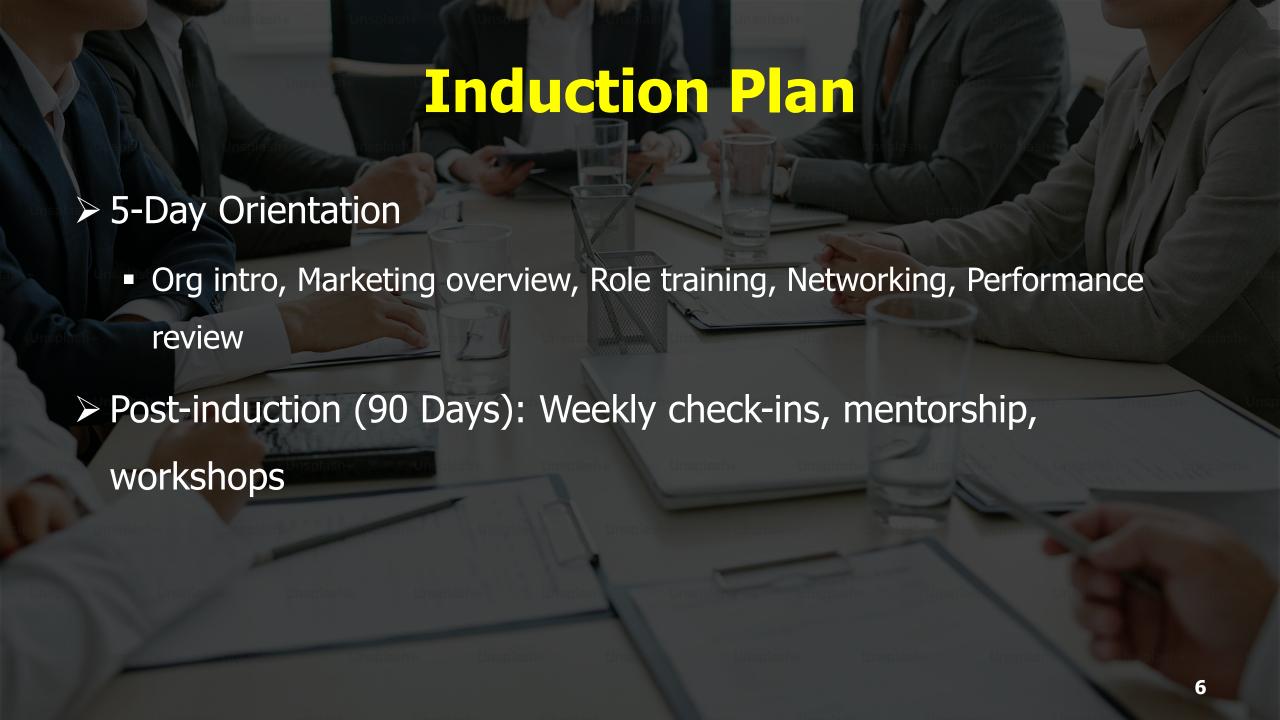
- > Drives brand growth & customer engagement
- Ensures revenue generation & market positioning
- > Requires technical, leadership & creative skills
- > HRM practices crucial for success in role

Recruitment Plan

- Objectives
 - Hire skilled, diverse, growth-oriented leader
- > Methods
 - Internal + External recruitment
- > Channels
 - Job boards, networking, universities, referrals, agencies
- > Selection
 - Screening → Tests → Interviews → Assessment Center → Panel
- > Timeline
 - 6 weeks

Job Analysis

- Methodology
 - Interviews, surveys, observation, benchmarking
- > Job Description
 - Campaigns, budgeting, market research, team leadership
- > Job Specification
 - Marketing degree, 5–7 years experience, leadership & digital marketing expertise



Training & Development

- Objectives
 - Enhance skills, leadership, adaptability
- > Methods
 - Workshops, E-learning, Job rotation, Mentoring, Certifications
- > Skills
 - Technical (digital marketing, analytics, CRM) & Soft skills (leadership, adaptability)
- Opportunities
 - Senior Manager → Director → CMO

Evaluation of Training

- Reaction
 - Feedback, surveys
- > Learning
 - Pre/Post tests, projects
- Behavior
 - 360° feedback, observation
- > Outcomes
 - ROI, KPIs, market share, revenue growth

Compensation Plan

- ➤ Base Salary
 - Rs. 350,000/month
- > Allowances
 - Travel, Communication, Housing
- > Bonuses
 - Quarterly + Annual performance-based
- > Total
 - ~Rs. 515,000/month
- ➤ Non-Monetary
 - Work-life balance, insurance, certifications, global exposure

