

A person is sitting at a desk, writing in a notebook with a pen. A laptop is open in the background. The image is dimly lit and has a dark overlay. The text "HR Documentation for Role Marketing Manager" is written in yellow in the center of the image.

HR Documentation for Role Marketing Manager

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

Induction Plan

➤ 5-Day Orientation

- Org intro, Marketing overview, Role training, Networking, Performance review

➤ Post-induction (90 Days): Weekly check-ins, mentorship, workshops

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

The background image shows a person's hands typing on a laptop keyboard. A semi-transparent overlay of a survey form is positioned in the center. The form contains four numbered sections, each with four options labeled A, B, C, and D. In the first section, option B is checked. In the second section, option D is checked. In the third section, option B is checked. In the fourth section, option B is checked. The text 'THANK YOU...!' is written in bold yellow capital letters across the middle of the survey form.

THANK YOU...!