

Job Description

Job Role: Manager - Brand Marketing

Job Location: Bangalore

Exp Minimum and Maximum: 4 - 6 years

Educational Qualification: Masters Degree in Marketing or related field

Roles and Responsibilities

- Be responsible for marketing and brand-building efforts for the redBus brand in India.
- Strategize & launch brand campaigns across all marketing channels including ATL, Digital & social media, BTL, owned channels, etc.
- Lead the communication development across hero, hub, and hygiene campaigns
- Responsible for the overall digital brand marketing strategy and execution for redBus India
- Roll out digital marketing campaigns for the brand, sale, product marketing initiatives, etc. with the objective of new user acquisition
- Manage the implementation, tracking, optimization, and measurement of marketing campaigns.
- Continuously innovate and experiment with various digital media vehicles
- Conduct consumer research, generate insights, turn them into marketing briefs
- Work together with external & internal partners to deliver successful marketing campaigns. External partners include Creative, Media, Research, BTL, and other Agencies. Internal partners include Content & Design, Product, Supply, Tech teams, etc.
- Driving our Customer Lifecycle Management program through email/ push notification & other owned media channels.
- Be at the cutting edge of marketing best practices

Desired Candidate Profile

Must-Have:

- Hands-on digital marketing experience
- Communication development expertise
- Ability to write sharp marketing briefs
- Thorough understanding of marketing to the digital consumer
- Ability to arrive at disrupting insight-led ideas
- Strong proficiency across various digital marketing platforms (Google, FB, other new platforms, etc) and tools (GA, Branch, etc)
- Ability to work well under pressure and in a deadline-driven environment.
- Strong analytical approach toward making data-driven decisions Full-time MBA (preferably from a Premier institute)
- Should have handled a team size of 30+ spread across multiple geographies.
- Past experience in Key account management.

Good to Have:

- Experience working in FMCG and/or e-commerce industries
- Experience working on a new product/category
- ATL (Managing large scale TV campaigns) & experience
- Experience in CLM, Social media & PR

Role: Manager Marketing - Internal / External Communication

Salary: Not Disclosed by Recruiter

Industry:Internet

Functional AreaMarketing, Advertising, MR, PR, Media Planning

Role CategoryMarketing

Employment Type:Full Time, Permanent

Key Skills

Brand MarketingBrand Managementdigital marketing platformsBrand CampaignsTV campaignsAtIMarketing CampaignsCustomer Life Cycle ManagementBtl Activation

Education-

UG:

PG:MBA/PGDM in Any Specialization

Doctorate: