

Position Guidelines			
Job Title	AM/Manager – Marketing	Department	Marketing
Reporting Manager	Manager – Marketing	Location	Pune
Position Summary			
<ul style="list-style-type: none"> <li>• Manage operational and administrative functions to ensure specific projects are delivered efficiently.</li> <li>• Provide leadership, motivation, direction and support to your team.</li> <li>• Take responsibility of all project budgets from start to finish.</li> </ul>			
Position Details			
<p><b><u>Duties &amp; Responsibilities:</u></b></p> <ul style="list-style-type: none"> <li>• Plan &amp; execute décor and events; promotional activities, that will lead to increase in footfall &amp; conversion for the retailers.</li> <li>• Define, design and implement a creative visual merchandising strategy.</li> <li>• Create offline content for Social Media.</li> <li>• Deliver events efficiently keeping in mind the budget constraints.</li> <li>• Set, communicate and maintain timelines and priorities on every project.</li> <li>• Prepare &amp; execute the Annual Marketing Calendar.</li> <li>• Manage the supplier/vendor relationships.</li> <li>• Ensure delightful customer experience and quality delivery.</li> <li>• Coordinate details of events such as Mall events, conferences, charity events, trade shows, exhibitions, socialites' events, sales meetings, business meetings and other virtual events.</li> </ul> <p><b><u>Additional Skills:</u></b></p> <ul style="list-style-type: none"> <li>• Fluency in English.</li> <li>• Independent, self-motivated &amp; multi-tasker.</li> <li>• Photography.</li> <li>• Proficiency in MS Office.</li> <li>• Sound knowledge of Budgets.</li> <li>• Reliable at hitting headlines.</li> <li>• Familiar with software like Photoshop, Corel Draw or Dreamweaver.</li> <li>• Knowledge of marketing automation tool/s.</li> </ul>			
Experience			
Qualification	MBA – Marketing with specialization in events	Overall Experience	3-8 years
Type of industry	Mall Marketing/Event Management/Retail/Media	Essential Experience	-