

## **JOB DESCRIPTION**

### **LAKE SHORE INDIA**

<b>Job Title</b>	AM – Marketing Activation & Tie - ups	<b>Department / Function</b>	Marketing
<b>Reporting Manager</b>	Manager	<b>Location</b>	Thane, Ghaziabad, Pune
<b>Duties &amp; Responsibilities</b>			
<ul style="list-style-type: none"><li>As a Marketing Activation and Tie-ups person, the role would involve creating and implementing strategies to activate marketing campaigns and initiatives, including partnerships and collaborations with other brands or organizations.</li><li>She will be responsible for identifying potential partnership opportunities, negotiating terms, and managing relationships with external partners to drive brand visibility and customer engagement.</li><li>Additionally, overseeing the execution of marketing activations across various channels, track and analyze performance metrics, and provide insights to optimize future initiatives.</li><li>Having a basic understanding of market trends and consumer behavior.</li><li>She will also liaise with internal brands at the mall for tie ups for events, activations and other experience</li></ul>			
<b>Experience</b>			
<b>Qualification</b>	MBA/Graduation - Marketing	<b>Overall Experience</b>	3 – 4 years
<b>Type of industry</b>	Any	<b>Essential Experience</b>	3 – 4 years