

Job Description

Designation:	Senior Manager
Department:	Brand & Corporate Communication
Direct Reporting To:	Assistant Vice President – Brand Corp comm

About A&A

A&A Business Consulting (AABC) is India's leading consulting company for Small and Medium Enterprises. Founded in 2009, AABC has completed 1500 full-fledged consulting projects assisting businesses achieve organised growth. We have presence in 7 states across India with a network of 18000+ SMEs.

Our team of 300+ professionals serves clients from industries as diverse as textiles, machine tools, apparel, agriculture, engineering, chemicals, food processing, healthcare & pharmaceuticals, telecom, education, BFSI, automobile, construction & infrastructure and FMCG, amongst others.

We have six different consulting practices namely, **Sales (Business), Finance, Branding, Human Resources, Information Technology** and **Operations (Business Processes)**. Our team of 100+ consultants with varied industry expertise are backed by Subject Matter Experts (S.M.E.) team. Together, they are responsible for bringing measurable changes to clients' businesses.

At AABC, our vision is to assist individuals and organizations to GROW. Remaining rooted to our vision, we completed assisting 1239 businesses grow financially in March 2018. We are working towards our next mission of assisting 2020 businesses grow financially by 31st March 2020. We can foresee the change we want to bring in the SME sector in India. We want to craft the financial destinies of millions of SMEs by assisting them grow in an organized way.

Come, let us grow your business together!

MISSION 2020: We will assist 2020 businesses achieve organized growth by 31st March, 2020.

Vision: To assist individuals and organizations to grow.

Values: Initiation | Innovation | Persistence | Passion | People | Performance

Job Role:

The candidate is responsible for corporate Communication across the Company.

Detailed Responsibilities:	<ol style="list-style-type: none">1. Help in developing the brand and being a custodian of the same2. Executing strong ROI driven ATL & BTL campaigns across relevant markets3. Identifying and managing long term brand properties across national and regional media4. Working closely with business and product teams to align brand goals with business objectives and to plan brand/activation campaigns5. Help in formulating and delivering insightful communication that reflects core brand proposition6. Closely engaging with other support channels for their requirements7. Collaborating with media buying houses, advertising
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	agencies, digital marketing agencies, social media agencies, production houses, etc. for brand building requirements 8. Optimizing brand penetration by creating and managing innovative brand properties 9. Ensuring optimal visibility at all locations as well as adequate branding within offices/POS venues, etc. 10. Frequent interaction with business teams and customer groups to ensure complete brand support besides creating a platform for business feedback and market/customer insights 11. Market surveys on brand image, positioning and perceptions 12. Planning, execution and monitoring of strong customer connect initiatives		
Requisite Skills:	Good leadership skills, Pertinent delegation, Ideation & conceptualization, Good negotiation skills, team building skills and excellent people's skills		
Desired Skills:			
Education:	MBA in Marketing		
Relevant Experience:	Should have worked in a similar profile earlier		
CTC per annum:		Total Experience:	10+ years
Will travel?	Yes	Monthly Net Salary:	
Owns Vehicle:		PF – Yes / No	
Preferred Domain:			
Reference Companies:			
Gender:		Marital Status:	
Prepared By:		Date	
Approved By:		Date	