

Job Description

Position Details			
Position Title	VP - Brand	Company	PFL
Grade Level /	VP	Division/Department	Brand
Location		Report into	CMO

Job Objective

As Poonawalla Fincorp steadily adds to its numbers and ambition to become one of the top three NBFCs in India, brand plays a pivotal role in helping the organization realize this ambition and pave the path towards an accelerated growth journey. We are looking for a experienced brand leader to not only lead the brand building journey but also help build an highly energetic team with growth mindset.

Principal Accountabilities:

- Drive the Brand strategy, including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term
- Plan and drive execution of all communications and media actions on all channels, including online and social media aligning the organization around the brand's direction, choices and tactics.
- Create and implement strategic approaches for branding programs that are in support of key brand growth areas. Build strong networks with key/thought leaders in the market and monitors industry developments that stand to impact the business.
- Drive market research to keep a track on customer trends, competition initiatives as well as identifying innovation and opportunities.
- Engage with relevant internal stakeholders to ensure a strategic overview of the business and future market opportunities, identify areas of concern and modify marketing programs to address changes in the marketplace.
- Develop strategies and manage marketing strategies across print, broadcast and online platforms to ensure that products and services meet customer expectations and to build the credibility of PFL as a brand.
- Managing the budget for advertising and promotional items
- Build and manage a team of young brand strategist who can drive the PFL brand vision and lead it effectively

Qualification, Experience & Skills:

- Qualification: Post-graduate / MBA
- Work Experience: Minimum 10-12 years of experience in brand management, marketing in a leading organization
- Hands-on experience developing campaigns and promotions

- Strong interpersonal skills with ability to work closely with people at all levels in the organization & external vendors
- Excellent oral and written communication skills and presentation ability