

PRYM Solutions Private Limited

About Us

Salam Kisan is a tech-enabled end to end agriculture platform that provides data-driven insights to increase productivity and profitability for farmers.

Mission:

Transcending agriculture by bridging the fragmented agriculture value chain with data-driven insights, artificial intelligence, and end-to-end products and services.

Vision:

Driving rural communities towards resilience and sustainability.

Location

Nariman Point, Mumbai

Job Title

Manager – Marketing & Brand

Job Description

The role of a Manager of Brand and Marketing is to oversee, manage and execute all aspects of a company's brand strategy and marketing activities. They are responsible for developing and implementing effective marketing campaigns, maintaining brand consistency, and driving brand awareness and growth.

Responsibilities

- **Brand Strategy:** Develop and execute a comprehensive brand strategy to establish and enhance the company's brand identity. Conduct market research and analyze consumer insights to identify target audience, brand positioning, and competitive landscape. Define brand guidelines and ensure brand consistency across all marketing channels and materials.
- **Marketing Campaigns:** Plan, create, and implement marketing campaigns that align with the brand strategy and objectives. Develop campaign concepts, messaging, and creative assets. Coordinate with internal teams and external agencies to execute campaigns effectively. Monitor campaign performance and analyze results to optimize future marketing efforts.
- **Digital Marketing:** Drive the company's digital marketing initiatives, including website management, search engine optimization (SEO), search engine marketing (SEM), social media marketing, email marketing, and content marketing. Develop strategies to improve online presence, increase website traffic, and generate leads. Stay updated with digital marketing trends and technologies to identify new opportunities.
- **Content Development:** Oversee the creation and management of compelling and relevant content across various channels and formats. This includes website content, blog posts, social media content, videos, infographics, and whitepapers. Ensure that content aligns with the brand voice, engages the target audience, and supports marketing objectives.

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- **Market Research and Analysis:** Conduct market research to understand consumer behaviors, industry trends, and competitive landscape. Analyze market data, customer insights, and marketing metrics to identify opportunities and make data-driven marketing decisions. Monitor market trends and competitors to adapt marketing strategies accordingly.
- **Public Relations:** Manage the company's public relations activities to enhance brand reputation and increase media coverage. Develop and maintain relationships with media outlets, journalists, and influencers. Create press releases, media kits, and other PR materials. Coordinate media interviews and manage crisis communications when necessary.
- **Brand Collateral and Materials:** Oversee the development and production of brand collateral, marketing materials, and promotional items. This includes brochures, sales presentations, product packaging, advertising materials, and trade show displays. Ensure that all materials are consistent with the brand identity and effectively communicate key messages.
- **Budget Management:** Develop and manage the marketing budget, ensuring efficient allocation of resources and maximizing return on investment (ROI). Monitor expenses, track marketing spend, and report on budget performance. Make budget recommendations based on marketing goals and objectives.
- **Team Management:** Lead and manage a team of marketing professionals, including graphic designers, content writers, digital marketers, and marketing coordinators. Provide guidance, mentorship, and support to the team. Set performance goals, conduct performance evaluations, and identify opportunities for skill development.
- **Collaboration and Cross-functional Coordination:** Collaborate with cross-functional teams, such as sales, product management, and operations, to align marketing strategies with overall business goals. Coordinate marketing activities with sales efforts to support lead generation and customer acquisition. Foster effective communication and collaboration between departments.

Qualification

- **Experience:** At least 5-8 years of proven experience in a related field is required
- **Education:** A bachelor's degree in marketing, business administration, communications, or a related field is often required. Some organizations may prefer candidates with a master's degree or MBA in Agribusiness management, particularly for senior-level positions.
- **Marketing Experience:** Significant experience in marketing is typically required, preferably in a managerial or leadership capacity. Candidates should have a strong understanding of marketing principles, strategies, and best practices. Experience in brand management and marketing campaign development is highly valued.
- **Brand Management Expertise:** In-depth knowledge and experience in brand management is essential. Candidates should have a proven track record of developing and executing successful brand strategies. They should be familiar with brand positioning, brand guidelines, brand identity development, and maintaining brand consistency across various channels.

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- **Digital Marketing Skills:** Proficiency in digital marketing is crucial for a Manager of Brand and Marketing in today's digital age. Candidates should have experience and knowledge of various digital marketing channels, including social media, content marketing, SEO, SEM, email marketing, and analytics. Familiarity with marketing automation tools and platforms is beneficial.
- **Market Research and Analysis:** Strong analytical skills and the ability to conduct market research and analyze data are important. Candidates should be able to interpret market trends, consumer insights, and marketing metrics to drive strategic decision-making. Competency in using market research tools and data analysis software is advantageous.
- **Creative Thinking and Communication:** Managers of Brand and Marketing should possess strong creative thinking and problem-solving skills. They should be able to develop innovative marketing strategies and campaigns that resonate with the target audience. Excellent verbal and written communication skills are essential for effectively conveying brand messages and collaborating with cross-functional teams.
- **Leadership and Team Management:** The ability to lead and manage a team is critical for this role. Candidates should have experience in mentoring, motivating, and guiding marketing professionals. Strong leadership, delegation, and project management skills are important for successful execution of marketing initiatives.
- **Strategic Thinking and Business Acumen:** Managers of Brand and Marketing need to have a strategic mindset and the ability to align marketing strategies with overall business objectives. They should understand the market dynamics, customer needs, and competitive landscape to make informed marketing decisions. Business acumen, financial literacy, and the ability to track marketing ROI are valuable.
- **Adaptability and Flexibility:** The marketing landscape is constantly evolving, so candidates should be adaptable and open to change. They should be willing to learn new marketing techniques, stay updated with industry trends, and adapt strategies accordingly.
- **Industry Knowledge:** Familiarity with the specific industry or sector in which the company operates is advantageous. Candidates with prior experience in the industry may have an advantage as they already possess knowledge of the market, customers, and competitors.

Remuneration

10 – 12 LPA (based on experience and performance evaluation during an interview).

Communication Details

Qualified candidates can send their resumes in confidence to hrdesk@salamkisan.com