

**POSITION** : **MARKETING HEAD**  
**REPORTING TO** : **CEO**  
**LOCATION** : **DELHI-NCR**

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## **OBJECTIVE(S)**

- **KEY OBJECTIVES**

- To lead the marketing function of the Co, to suitably position the Brand amongst Target Groups viz. Customers, Partners, Industry, Public space & Internal stakeholders etc.
- To fully leverage the digital & social platforms & capabilities for accelerated business growth

## **KEY RESPONSIBILITY AREAS:**

- Lead the marketing strategy & roadmaps – set the tone of voice & clear growth enablers
- Develop relevant marketing campaigns, monitor, measure & ensure desired outcome
- Design and execute the best go-to market strategy, for the product, variants & upgrades
- Map business potential & growth opportunities, through marketing initiatives
- Lead, monitor, measure - 'Generation of Business Leads through Digital Marketing' including a close liaison with Sales team to ensure highest Subscription / Lead ratio, at optimal costs
- Ensure customer & product Mapping, Market intelligence and competitor analysis
  - A 2-way channel with Product team to gather details of changes / upgrades / new releases to ensure that external product communications are apt and serving the cause; +
  - Continual improvements in product & support, basis voice of customer campaigns / reviews / automated channels etc.
- Ensuring 'fit for purpose' face of the Co viz. Website, Social Media handles, PR & communication channels etc., at all times;
- Exploring new alliances & achieving closures, through favorable agreements
- Identify opportunities to reach new market segments and expand market share.

## **SKILLS AND QUALIFICATIONS**

- Proven 5-7 years of experience in core Marketing function including 2 yrs. in a lead position
- Graduate / PG, preferably in Marketing
- Leadership skills with an ability to set and prioritize goals and build a strong team (in-house/outsourced) within allocated budgets
- Knack of keeping abreast with current and emerging trends in Digital Marketing & Brand positioning; a go-to person for all marketing requirements
- Very hands-on on using contemporary automated tools viz. Google & Social Media analytics.
- Passionate and a go-getter to achieve aggressive targets & achieve closures