

NICDC LOGISTICS DATA SERVICES LIMITED

Job description for the post of “Manager (Marketing)”

COMPANY PROFILE

NICDC Logistics Data Services Limited was incorporated on 30th December 2015 as a joint venture company between National Industrial Corridor Development and Implementation Trust (NICDIT) (formerly known as DMIC Trust) & NEC Corporation Japan with 50% equity from both parties.

The objective is to provide the Export-Import Container visibility service across India along with comparative performance metrics for all Logistics Container Operators to enable the users in taking informed decisions.

The flagship product of the company “Logistics Databank System (LDB System)” would be an overarching solution that will integrate the information available with various agencies across the supply chain to provide detailed real time information within a single window.

The company’s vision is to reduce the overall lead time of the container movement by streamlining the operations and help in reducing the transaction cost for the Government of India as a result of predictability & optimization achieved through the system.

JOB DESCRIPTION AND KEY RESPONSIBILITIES

- Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark up factors.
- To create a consistent, professional brand look through marketing communication, adding value to the firm’s content marketing strategy.
- Formulate, direct, or coordinate marketing activities or policies to promote products or services, working with advertising or promotion managers.
- Help to plan and deliver exhibitions, events, corporate hospitality and conferences.
- Creation of promotional merchandise, show flyers, pre-and post-event marketing.
- Venue finding and delegate management.
- Detailed event admin and logistics.
- On-site management and post-event analysis.
- Manage social media functions, content posting and monitor and measure the effectiveness across all platforms. These include but are not limited to, Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.
- Monitor social media trends and use information positively.
- Work directly with graphic designers and copywriters and oversee the creation of ads, infographics, blog articles, etc.
- Supporting the Senior Management to oversee delivery of specific executions within campaigns/events aligned to Company’s goals.
- Create, plan, edit and post social media content to drive the Company’s brand image.
- Lead daily community management - proactively monitor, engage, and respond to key social media conversations in a timely manner.
- Deliver regular performance reports to drive analysis and insights of social media performance.
- Manage a social media budget and propose/execute promotions.
- Identify ways to maximize and leverage social content in all forms of marketing.

- Should have an understanding of how different social networks operate and be familiar with social media analytics tools for online content.
- To carry out such other duties as assigned by the Management from time to time.

KNOWLEDGE & SKILLS

- Knowledge of media production, communication, and dissemination techniques and methods including alternative ways to inform via written, oral, and visual media.
- Creative, analytical, problem-solving and innovative skills.
- Time management skills and ability to meet deadlines.
- Proactive, task driven and positive attitude.
- Ability to work independently as well as part of a team.
- Knowledge of social media marketing on Facebook, Twitter, Pinterest, and YouTube.
Proficient in Microsoft Office Products

MINIMUM REQUIREMENTS

1. **Nationality:** Candidate from Indian nationality only.
2. **Preferable Age:** Candidate shall not be more than 35 years as on 31st August 2022.
3. **Academic Qualification:** Bachelor's Degree in any discipline and Master's degree in Marketing/ International Business Management/ Social Media Marketing/ Digital Marketing/ Mass Communication/ Advertisement or any equivalent discipline.
4. **Experience:** Minimum 05 years of post-qualification experience as on 31st August 2022.

DESIGNATION, REPORTING & JOB LOCATION

The designation shall be "**Manager (Marketing)**" and reporting will be directly to the Department Head and to other senior officials of NICDC Logistics Data Services Limited (NLDSL). The job location will be in Noida but may require frequent travel for project work.

HOW TO APPLY

Duly filled application form along with the resumes may be uploaded on the Company's website i.e., www.nldsl.in (Careers > Current Openings > Apply Online) or the same may be sent on hr@nldsl.in till **22nd August 2022** by **17:00 HRS.**

The educational/ experience certificates need not be enclosed along with the application. The same will be called from the shortlisted candidates only.

SELECTION PROCESS: A Selection Committee will be constituted to shortlist, interview and recommend the candidate.

SALARY: Rs.12 Lakhs Per annum