

Job Description – Deputy General Manager, Marketing

Job Title:	Deputy General Manager	Location:	Delhi NCR, INDIA
Department	Marketing	Reports To:	CEO & Managing Director

Company Detail:

NICDC Logistics Data Services Limited (NLDSL) was incorporated on 30th December 2015, as a joint venture between Government of India represented by National Industrial Corridor Development and Implementation Trust (NICDIT) and Japanese IT major NEC Corporation, with 50:50 equity participation with the objective of effectively leveraging ICT across the Indian Logistics Sector, inculcate best practices across the various processes and work towards bringing in efficiency in the supply chain. The company aims at bringing visibility and transparency in Logistics environment, streamline the operations across the supply chain and help in government's plan of improving the Ease of Doing Business in India. For more detail log on to www.nldsl.in

Role:

The major role of DGM, Marketing is to increase the business sales by creating organizational level marketing strategy for both organic and inorganic clientele. With a primary mandate to drive business growth, incumbent will be responsible for bridging the gap between brand perception and stakeholder's engagement, ensuring that our products and services resonate with current and potential stakeholder. He/She should be proficient to initiate marketing from planning and executing the campaign to analyze ROI ensuring that the company's vision and values are reflected in every marketing campaign. As a member of the senior management team, the candidate will be involved in strategic planning, evaluation, and professional development initiatives, mentoring and grooming of his/her team.

Responsibilities:

- **Strategic**
 1. Identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark up factors.
 2. Monitor and direct the implementation of strategic marketing plans
 3. Develop budgets towards implementation of marketing plan with ROIs
 4. Presenting analytical data based on market research, trends, etc. to Board
 5. Guiding creative team ie. graphic design, advertising, promotion, etc.
 6. Build and execute ATL & BTL campaigns to support required marketing objectives
 7. Identification and implementation of right marketing channels for Brand Management
 8. Maintain relationship with external parties and internal customers
 9. Team hiring, development, retention and productivity

- **Operational**

1. Taking key decisions as a prestigious committee member
2. Create consistent, professional brand look through marketing communication which reflects our vision and value
3. Guide team towards marketing activities or policies to promote products or services
4. Advise in creation of promotional merchandise, show flyers, pre-and post-event marketing
5. Idea generation to implementation of exhibit marketing
6. Implementing social media marketing strategies resulting in increased traffic and leads
7. Accountable for approval of all content being posted on various platforms ie. Social media, print media, digital media, etc.
8. Mentor daily community management - proactively monitor, engage, and respond to key social media conversations in a timely manner.
9. Analyze regular performance reports to drive analysis and insights of social media performance towards improvement
10. Analyze, convince and implement best marketing technology as per need of the hour
11. To carry out such other duties as assigned by the Management from time to time
12. Implement best practices in marketing management

Education and Certifications:

- Mandatory – Any Bachelor’s degree; Master’s degree in Marketing Management
- Desirable - Master’s degree in International Business Management/ Social Media Marketing/ Digital Marketing/ Mass Communication/ Advertisement or any equivalent discipline

Technical Skills, Knowledge & Abilities

- Excellent people skills, with experience collaborating in a multi-disciplinary, diverse, and dynamic team.
- Demonstrated experience in marketing management resulting in upsurged ROI
- 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 and priority setting skills with ability to meet deadlines.
- Proactive, task driven and positive attitude.
- Ability to lead the team with high level of delegation.
- Up to date technology knowledge with an ability to develop and implement dynamic strategies in a fast-moving environment.
- Flexible and self-motivated; able to multi-task while also being highly detail-oriented.

Work Experience:

- 15yrs experience in marketing with at least 6years in management role

Compensation:

- Fixed salary – Rs. 22lacs PA
- Perks – Term Insurance, Medclaim, Accident Insurance, etc.