

## Job Description –Manager, Marketing

<b>Job Title:</b>	Manager	<b>Location:</b>	Delhi NCR, INDIA
<b>Department</b>	Marketing	<b>Reports To:</b>	DGM-Marketing

### **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](http://www.nldsl.in)

### **Role:**

The major role of Manager, Marketing is to increase visibility of the organization and its products by creating brand awareness. 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.

### **Responsibilities:**

- **Strategic**
  1. Assist senior management to identify, develop, or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and mark up factors
  2. Monitor implementation of strategic marketing plans
  3. Adhere to the budgets towards implementation of marketing plan with ROIs
  4. Help in presenting analytical data based on market research, trends, etc. to Board
  5. Guiding creative team ie. graphic design, branding, 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
- **Operational**
  1. Create consistent, professional brand look through marketing communication which reflects our vision and value
  2. Help team towards marketing activities and policies to promote products or services

3. Create promotional merchandise, show flyers, pre-and post-event marketing
4. Idea generation to implementation of exhibit marketing
5. Implementing social media marketing strategies resulting in increased traffic and leads
6. Development of content being posted on various platforms ie. Social media, print media, digital media, etc.
7. Manage daily community management - proactively monitor, engage and respond to key social media conversations in a timely manner.
8. Analyze regular performance reports to drive analysis and insights of social media performance towards improvement
9. Analyze, convince and implement best marketing technology as per need of the hour
10. To carry out such other duties as assigned by the Management from time to time

### ***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.
- Expert in Branding
- 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:***

- 5-8yrs experience in branding and marketing

### ***Compensation:***

- Fixed salary – Rs. 13lacs PA
- Perks – Term Insurance, Medclaim, Accident Insurance, etc.