

Job Title:**Sr. Manager – Marketing****Location:****New Delhi****Experience Required:**

10+ years

Employment Type:

Full-time

Job Summary:

The **Sr. Manager – Marketing** will be responsible for strategizing, planning, and executing marketing and outreach activities to promote the organization's initiatives, platforms, and services among government stakeholders, industry partners, and private sector entities. The role requires expertise in **strategic communication, stakeholder engagement, digital marketing, and government outreach**, ensuring wide visibility and adoption of the organization's programs.

Key Responsibilities:**1. Strategic Marketing & Planning**

- Develop and implement comprehensive marketing and communication strategies aligned with the organization's objectives.
- Conceptualize and drive campaigns promoting government initiatives, digital platforms, and public outreach.
- Identify marketing opportunities across government and industry networks to expand organizational visibility.

2. Stakeholder & Government Engagement

- Coordinate with **central and state government bodies, PSUs, and industry associations** for awareness and partnership programs.
- Plan and execute marketing campaigns targeting specific stakeholder groups within government and industry.

- Facilitate workshops, seminars, and outreach events for stakeholder onboarding and engagement.

3. Branding & Communication

- Manage **brand identity**, ensuring consistency across all communication channels.
- Oversee preparation of **marketing collaterals** such as brochures, flyers, presentations, case studies, and newsletters.
- Draft and review **press releases, official communications, and social media content**.
- Ensure compliance with **government communication and branding protocols**.

4. Digital Marketing & Mailer Activities

- Plan and execute **email and mailer campaigns** targeting stakeholders, users, and partner organizations.
- Monitor and analyze mailer performance metrics (open rates, click-through rates, engagement levels).
- Manage website content, social media channels, and digital presence to increase visibility and engagement.
- Coordinate with vendors or internal IT teams for digital campaign execution and analytics reporting.

5. Business Development Support

- Support the **business development team** with marketing inputs, content for proposals, and presentations.
- Assist in identifying collaboration opportunities with private players and government agencies.
- Contribute to drafting concept notes, MoUs, and partnership proposals.

6. Monitoring, Analysis & Reporting

- Track the performance of all marketing initiatives and prepare detailed reports for management.
- Maintain a database of stakeholders, communication records, and outreach analytics.

- Recommend improvements to enhance reach and engagement based on campaign performance insights.
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Qualifications & Experience:

- **Education:** Master's degree in **Marketing, Business Administration, Communications**, or related field from a recognized institution.
 - **Experience:** 10+ years of relevant experience in **marketing, communications, or stakeholder outreach**, preferably within **government organizations, PSUs, or large-scale public sector projects**.
 - Proven experience in **email marketing, campaign management, and government liaisoning**.
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Skills & Competencies:

- Excellent communication and presentation skills (written and verbal).
- Strong planning, coordination, and multitasking abilities.
- Knowledge of **digital marketing, branding, and government communication norms**.
- Ability to collaborate with multidisciplinary teams and external partners.
- Strong analytical mindset and proficiency in MS Office and marketing tools.