



Example of Marketing Manager India Job Description

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Our company is looking for a marketing manager india. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

Responsibilities for marketing manager india

- Team Management- responsible for management and training and development of India Marketing team to understand the overall business objectives and strategies including and key aspects of customer and consumer marketing barriers and initiatives
- Agencies/Vendors – responsible for managing and setting the India marketing strategies and direction
- Strategize and develop the marketing plan to achieve business growth
- Drive local and global campaigns using the optimal channels to ensure our message reaches the right customers in the most impactful way
- Capture customer insights and drive Customer Satisfaction & Loyalty Survey (CSLS) actions
- Mentor the marketing talent and provide strong leadership and coaching to professionalize the function
- Measure ROI on all marketing activity and track analytics
- Leverage digital marketing and social media to achieve high levels of customer engagement
- Respond to social enquiries in alignment with global brand guidelines
- Lead and manage large scale customer events to showcase and build the brands

Qualifications for marketing manager india

- Translate the region's strategic marketing plan into cluster marketing plans comprised of marketing programs with goals/metrics (e.g., reach, engagement, leads, opportunities,) The Regional and Cluster marketing plans should align with the prioritized growth strategies for our XRS, MFAPS and ultrasound business for targeted customer segments
- Work closely with Global Marketing and Regional Business Managers to drive new product /service launches through branding/messaging/positioning/promotions/communications
- Together with the Regional General Managers, secure the availability of meaningful communication material and sales tools to support the successful promotion and sales of the Carestream portfolio
- Together with the Regional General Managers, help coordinate and organize impactful sales training programs to the direct sales force for the business partners