

Darshika Joshi
Co-founder, Glimpse
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Marketing Director

We are looking for a competent Marketing Director who will be in charge of leading our product's marketing ventures. The ideal candidate will be an experienced professional with passion for the job, able to employ unique marketing techniques and a skilled marketing strategist to be able to drive creativity and enthusiasm in others.

You will be responsible for shaping our product image out in market by evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating the marketing plans to those involved, and building awareness about our brand. You will also be working closely with sales to develop a pricing strategy that will help us maximise profits and market share.

Responsibilities:

- Evaluating and developing our marketing strategy and marketing plan.
- Planning, directing, and coordinating marketing efforts.
- Communicating the marketing plan.
- Researching demand for our products and services.
- Competitor research.
- Identifying potential customers.
- Building brand awareness and positioning.
- Supporting sales and lead generation efforts.
- Coordinating marketing projects from start to finish.
- Overseeing social media marketing strategy and content marketing.

- Working with sales to develop pricing strategies to maximise profits and market share while balancing customer satisfaction.
- Understanding and developing budgets for marketing needs.
- Building brand awareness and positioning.
- Developing and managing advertising campaigns.
- Monitor progress and submit performance reports.

Requirements:

- Bachelor's degree in business, marketing, communications, or related field.
- Experience in marketing and running a marketing team.
- Analytical and creative thinking.
- Proven marketing campaign experience.
- Exquisite interpersonal, written and oral communication skills.
- Strong copywriting skills.
- Attention to detail.
- Ability to manage budgets.
- Professional and proactive work ethic.
- Effective time management skills and the ability to multitask.
- Customer-oriented approach with aptitude.
- Experience with digital marketing forms such as social media marketing and content marketing.
- High competence in project and stakeholder management.