

Marketing Director – Pidilite Careers 2023 In Pune, Alephata

Hiring organization
Pidilite

Job Location

Alephata, 412411, Pune, Maharashtra, India

Date posted
June 1, 2023

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Valid through
31.12.2023

Base Salary

USD 15,000 - USD 18,000

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Qualifications

12th/Graduate

Employment Type

Full-time

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Description

Pidilite Recruitment 2023

Job Title: Marketing Director

Company: Pidilite Industries Limited

Location: Pune, Alephata

Job Summary: Pidilite Industries Limited is seeking a talented and experienced Marketing Director to join our team in Pune, Alephata. As a Marketing Director, you will play a crucial role in developing and implementing strategic marketing initiatives to drive business growth and enhance brand visibility. You will lead a team of marketing professionals and collaborate with cross-functional teams to achieve marketing objectives. Your expertise in marketing strategy, brand management, and market analysis will be instrumental in shaping the company's marketing efforts.

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Responsibilities:

1. Strategic Planning: Develop and execute comprehensive marketing strategies aligned with the company's goals and objectives. Identify market trends, consumer insights, and competitive landscape to inform marketing plans and decision-making.
2. Brand Management: Oversee the development and maintenance of the company's brand image and identity. Ensure consistent brand messaging across all marketing channels and touchpoints. Drive brand awareness and positioning through effective brand marketing campaigns.
3. Market Analysis: Conduct market research and analysis to identify customer

needs, preferences, and market opportunities. Monitor market trends, competitor activities, and industry developments to anticipate changes and adapt marketing strategies accordingly.

4. **Marketing Campaigns:** Plan and execute integrated marketing campaigns across various channels, including digital, print, social media, and events. Collaborate with creative teams, agencies, and vendors to develop impactful marketing collateral and assets.
5. **Team Leadership:** Provide leadership, guidance, and mentorship to the marketing team. Set clear goals, delegate responsibilities, and monitor team performance. Foster a collaborative and high-performing team culture.
6. **Budget Management:** Manage the marketing budget effectively, ensuring optimal allocation of resources and maximizing return on investment. Monitor expenses, track campaign performance, and provide regular reports on marketing spend and outcomes.
7. **Stakeholder Collaboration:** Collaborate with cross-functional teams, including sales, product development, and research, to align marketing strategies with business objectives. Engage with key stakeholders, customers, and partners to drive collaboration and identify partnership opportunities.
8. **Market Expansion:** Identify and explore new market opportunities to expand the company's customer base and market presence. Develop and implement go-to-market strategies for new products or market segments.
9. **Marketing Analytics:** Establish metrics and key performance indicators (KPIs) to measure the effectiveness of marketing initiatives. Conduct data analysis and generate actionable insights to optimize marketing strategies and improve campaign outcomes.
10. **Industry Engagement:** Represent the company in industry events, conferences, and trade shows. Build and maintain relationships with industry influencers, media outlets, and relevant associations.

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Pidilite Careers

Requirements:

- Bachelor's degree in Marketing, Business Administration, or a related field. A master's degree or MBA is preferred.
- Proven experience in a senior marketing leadership role, preferably in the consumer goods industry.
- Strong strategic thinking and planning skills.
- Deep understanding of marketing principles, brand management, and consumer behavior.
- Excellent communication and presentation skills.
- Strong leadership and team management abilities.
- Data-driven mindset with proficiency in marketing analytics.
- Demonstrated ability to drive marketing campaigns and initiatives to achieve business objectives.
- Experience in digital marketing, social media, and e-commerce is a plus.
- Proficiency in market research and analysis.
- Familiarity with marketing tools and technologies.
- Strong business acumen and customer-centric mindset.
- Ability to work in a fast-paced and dynamic environment.

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