



<https://jobfever.govhelp.in/job/myntra-careers-free-job-alert-marketing-director-jobs/>

## Myntra Careers – Free Job Alert – Marketing Director Jobs

### Job Location

India

Remote work from: IN; US; AU; NZ; HK; JP; KZ; MY; SG; TW; TH; UZ; VN; AT; BY; BE; DK; FR; DE; GR; NL; RU; ES; CH; UK; DZ; KW; MA; QA; SA; MX; AE; CA; GT; DO

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### Base Salary

USD 15 - USD 21

### Qualifications

12th Passed, Graduate

### Employment Type

Full-time

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### Description

## Myntra Recruitment 2024

### Shape the Future of Fashion Retail: Marketing Leader

Do you crave a dynamic and fast-paced environment where you can make a real impact on millions of fashion-conscious consumers? Are you a strategic marketer with a passion for innovation and a data-driven approach? If so, then this is the opportunity you've been waiting for!

### Why Join Myntra?

Myntra is India's leading fashion destination, offering a curated selection of clothing, footwear, accessories, and lifestyle products from over 1,500 brands. We're a passionate team driven by the desire to provide our customers with an unparalleled shopping experience. As a Marketing Leader at Myntra, you'll play a pivotal role in shaping our brand narrative, driving customer acquisition and engagement, and ultimately propelling our continued growth.

### About the Role:

In this leadership role, you'll be responsible for developing and executing a comprehensive marketing strategy that aligns with Myntra's overall business objectives. You'll lead a talented team of marketing professionals across various disciplines, including brand marketing, digital marketing, performance marketing,

### Hiring organization

Meesho

### Date posted

March 28, 2024

### Valid through

31.08.2024

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and social media marketing. You'll be expected to leverage your deep understanding of the Indian consumer and the ever-evolving fashion landscape to create cutting-edge campaigns that resonate with our target audience.

## **Myntra Jobs Near Me**

### **Key Responsibilities:**

- Develop and implement a data-driven marketing strategy that drives brand awareness, customer acquisition, and engagement.
- Lead the creation and execution of integrated marketing campaigns across various channels, including online, offline, and social media.
- Work closely with other business units, such as product management, merchandising, and sales, to ensure a seamless customer experience.
- Oversee the development and management of Myntra's brand identity and ensure consistent messaging across all touchpoints.
- Manage and analyze marketing budgets effectively, maximizing return on investment (ROI).
- Stay abreast of the latest marketing trends and technologies, and identify opportunities for innovation.
- Lead and mentor a high-performing marketing team, fostering a culture of creativity and collaboration.

### **Required Skills and Qualifications:**

- Minimum 10+ years of experience in a marketing leadership role, preferably in the fashion or e-commerce industry.
- Proven track record of developing and executing successful marketing campaigns that drive measurable results.
- Strong understanding of digital marketing principles and best practices.
- Expertise in data analysis and the ability to translate insights into actionable strategies.
- Excellent communication, presentation, and interpersonal skills.
- Passion for fashion and a deep understanding of the Indian consumer.
- Strong leadership skills with the ability to motivate and inspire a team.

### **Experience:**

This is a senior leadership role, and we are seeking candidates with extensive experience in marketing management.

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### **Why Join Us?**

At Myntra, we offer a competitive compensation package, a stimulating work environment, and the opportunity to make a real difference in a rapidly growing industry. Here's a glimpse of what you can expect:

- Be a part of a passionate and innovative team that's constantly pushing boundaries.
- Work on challenging and rewarding projects that will have a significant impact on the business.
- Enjoy a competitive salary and benefits package, including health insurance, paid time off, and employee discounts.
- Learn and grow in a fast-paced environment with opportunities for professional development.
- Work from the comfort of your home! Myntra offers remote work opportunities, allowing you to achieve a healthy work-life balance.

### **Application Process:**

To apply, please submit your resume and a cover letter outlining your qualifications and why you're interested in this role.

### **Motivate Yourself to Join Us!**

This is a unique opportunity to join a leading fashion e-commerce company and shape the future of fashion retail in India. If you're a passionate marketer with a hunger for success, we encourage you to apply!

### **In Conclusion:**

As a Marketing Leader at Myntra, you'll play a vital role in driving our brand narrative, customer acquisition, and overall business growth. We're looking for a talented and experienced leader who can inspire our team and take our marketing efforts to the next level. Are you ready to take on the challenge?

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