

Myntra Careers – 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, 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.

Hiring organization

Myntra

Date posted

April 1, 2024

Valid through

31.08.2024

APPLY NOW

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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