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Swiggy Hiring Jobs – New Vacancy – Product Marketing Manager In Swiggy

Hiring organization
Swiggy

Job Location

India
Remote work from: IND

Date posted
January 26, 2024

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Valid through
31.08.2024

Base Salary

USD 15 - USD 24

APPLY NOW

Qualifications

Any Graduate

Employment Type

Full-time

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Description

Swiggy Hiring In Jobs

As a Product Marketing Manager at Swiggy, you will be responsible for driving go-to-market activities, competitive intelligence, messaging and positioning of our products.

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Swiggy Jobs Near Me

Responsibilities:

- **Product Launches:** Plan and execute product launches across cross-functional teams (design, engineering, PR, and sales).
- **Market Intelligence:** Be the expert on our buyers, understand and document their buying process and criteria; be the expert on our competition and how to beat them.
- **Collateral Development:** Develop product positioning and messaging that differentiates our products in the market.
- **Sales Enablement:** Communicate the value proposition of the products to the sales team and develop the sales tools that support the selling process.

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Swiggy Careers

Skills & Qualifications:

- **Communication Skills:** Excellent written and verbal communication skills.
- **Analytical Skills:** Strong analytical skills and passion for analyzing products, competitors, and market dynamics.
- **Leadership Skills:** Can work effectively, both as a team player and leader.
- **Project Management Skills:** Proven ability to manage multiple projects in a fast-paced environment.

Tags:

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